

The American Perfumer

and Essential Oil

Review

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The Candy of Excellence

American Can Company

NEW YORK

CHICAGO

SAN FRANCISCO



See also page 9

M. NAEF & CO.

GENEVA, SWITZERLAND

The Modern Note!

With the great interest in perfumes of a "modern" character, M. Naef & Company has been foremost in the development of new and novel bases to care for this demand.

Always progressive, the Naef laboratory has scored perhaps its greatest success in making available to the perfumers of the world these unique new types. Included in this group are

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UNGERER & CO.

13-15 West 20th Street
NEW YORK

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THIS MONTH AND NEXT

THE Review of Business Conditions, which forms our leading article this month, is we believe, a sound presentation of facts, prepared in a conservative manner. We suggest that you read the leading Editorial in conjunction with this review. As forecast, we also present the beginning of a study of Geranium in the United States prepared by the Department of Agriculture's experts in conjunction with the American Manufacturers of Toilet Articles. It supplements Dr. Guenther's splendid series on Algerian Geranium which was completed last month. One of the most interesting of this month's articles is that of Mr. Fairman who reviews advertising during the last twenty-five years, and adds a few observations about modern advertising which are timely and constructive. We also present more new packages than usual and the customary quota of Trade Notes.

You should read it all!

The
American Perfumer
and Essential Oil Review

Trade Mark Registered U. S. Patent Office

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No. 11



"WHAT IS YOUR DIFFICULTY?"



"There's no excuse for this perfume breaking down," shouted the irate sales-manager. "You're the boss of your department. We give you full authority. You have the latest equipment and the money necessary to buy the best materials. What is the result? Fine floral oils marred by a lesser-grade solvent. It's up to you

to spot the trouble and set it right. Why not adopt Everclear Alcohol?"

The laboratories of this company make available for the harassed production manager a crystal-clear, scientifically distilled alcohol. Blended with your compounds, it assures you a superior product.

AMERICAN COMMERCIAL ALCOHOL CORPORATION

405 Lexington Avenue - - - New York, N. Y.

Plants: Pekin, Ill.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal.

Sales offices in most large cities. Warehouse stocks carried at all principal consuming points.

The American Perfumer

and Essential Oil Review

JANUARY, 1932

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Vol. XXVI No. 11

The Business Outlook for 1932

Tasks and Problems of Policy and Management

Vital Factor in Anticipated Recovery

by Dr. H. Parker Willis, Professor of Banking, Columbia Univ.*

IN judging of the position of business and of its prospects for the new year, it is needful, first of all, to remember the outstanding results of the year which is just closing. Only in that way, is it possible to get the correct point of view regarding the future.

The year 1931 has been a year of remarkable character in American business life. Starting with prospects and beliefs on the part of many that were of the most hopeful description, the temporary trade upswing had, within four months, gradually lost headway. In two months further, it had come to a standstill; and this slowing down was followed by the bad news of the collapse of Germany, and the inability of that country to meet its short-term obligations. The moratorium which deferred all German and interallied debts was followed by the disastrous news of Great Britain's defection from the gold standard; and, finally, by the development of distinct prospects of a general collapse of commercial and government credit throughout South America. It is not strange, in these circumstances, that we should have had an unprecedented number of business failures, the record number of 2,100 bank closings for the twelve months, and several railroad receiverships. As a result, the end of the year 1931 finds many enterprises embarrassed, and others forced to merge or retire from their respective fields.

This frank appraisal of the difficulties through which we have passed ought to be accompanied by an equally sincere recognition of what we have done and avoided. Although subjected to terrific pressure during the latter part of the summer and early autumn, we have been able to maintain full convertibility of currency and credit; and our bank failures, though numerous, have not brought about any general suspension, such as has followed similar

difficulties of far narrower scope and lighter severity in former times. While many concerns have suspended, and many have reduced dividends, there have been many that continued, not a few that raised, and some that initiated, such dividends. Bank statements of condition, with heavy write-offs are the rule, and will continue to be representative of 1931. Yet there are more than a scattering of cases in which companies have enlarged their holdings of valuable properties, and are evidently entering upon the new year with a better capital equipment, and with better outlets for merchandise, than ever before. There is an immense amount of unused funds



and resources in the country at large. One major problem of the present is to make them available, rather than to leave them hoarded or withheld.

From the immediate business standpoint, the present position is very uneven. There is a fair volume of manufacturing and of trade in a good many lines, especially in the consumption industries. Conversely, there is little production and low volume in the so-called heavy or staple industries. Thus steel and iron manufacturing, and mining and the industries which produce building materials, are in depressed condition—perhaps seldom or never worse off. Railway transportation is at low ebb, partly because of the falling off of the movement of heavy materials, partly because it has not been able to develop compensating trade elsewhere, partly owing to the fact that it is feeling the peak of competition from other carriers—such as motors and pipe-lines. On the other hand, boot and shoe production, textile manufacturing in many parts of the country, food producing industries, clothing trades of various sorts, and a number of others have not done badly. It is significant that some of these industries have been able to raise their earnings, and in certain cases their dividends, even in this year of depression.

Pessimists to the contrary, there is nothing calam-

* First Secretary of U. S. Federal Reserve Board; former Editor of the New York Journal of Commerce; and widely known as an expert and writer on financial and commercial subjects.

itous or disastrous in the position of the United States. It is still the most efficient country, industrially speaking, in the world; and while its number of unemployed is probably the greatest in the world today, such unemployment does not spring from fundamental lack of work, but from the fact that, through miscalculation, there has been temporary overproduction of goods. Surpluses of almost every fundamental necessity or raw material exist; and, with good management, their distribution and consumption should be only a question of a moderate period. The distress or suffering that exists is, in short, caused by bad distribution, not by absence of trade or business, least of all by inability to produce economically and well. The problems which the country must face are those of business reorganization, of recognition of a new basis of prices and wages, and of giving up and writing off profits and values that seemed to exist, but really did not. This is an unpleasant process, but not an impossible one.

For the future, it is needful to note and admit the facts of the case; and to observe the remedies that must be applied. The first point at which relief is needed and urgently called for is in the banking system. Bank failures must be brought to a close. The total of assets now in the hands of failed banks, amounting to about \$2,000,000,000 (representing banks failed since October 1929), must be liquidated as soon as may be. Receiverships and breakdowns, whether in railroads or elsewhere, must be reduced and, if possible, stopped. Above all, there must be a restoration of confidence on the part of the public. Hoarding will be of no avail, and may be of greatest harm to those who practice it extensively. Abandonment of all business enterprise and risk will not only make matters worse generally, but will deprive those who practice it of the opportunity of realizing valuable business opportunities that may not come again. Those who are "shutting-down," or going away on protracted long vacations, will necessarily lose the chances that may come for valuable business connections as soon as conditions change.

Along with, and indeed as part of, this restoration of confidence both in the banks and in business generally, it is highly desirable that failures of all kinds should be lessened, indeed prevented, so far as practicable. Such prevention will be the duty of the new "Reconstruction Finance Corporation," which Congress now has under advisement, and which will be provided with funds to assist not only banks but insurance companies, savings banks, and several other types of financial institutions. Precisely what it can successfully do is a matter that must be ascertained through experiment. Needless to say, its success will depend, in large part, upon the degree of co-operation it receives from the public in general. Unless that public can be brought to assist in the protection and maintenance of the fundamental financial institutions of the nation, no amount of government aid will be of much avail. With such collaboration and co-operation, much may be accomplished, and banks will be enabled to act in a normal way with regard to credits and loans.

In thus restarting the wheels of industry, it would

seem that a main consideration to be borne in mind is the question of prices of commodities. It is hardly to be questioned that most wholesale prices are now at bottom. There may be fluctuations as yet, but the general level seems scarcely likely to fall much further. One of the problems of the current year will obviously be that of determining when to buy freely, and thus to provide themselves with the basis for profitable manufacture or retailing as time goes on and demand strengthens. It is well to remember that most of the indications of the day are against the notion that our price-level is likely to be restored to the old height, or near it. It is more likely to settle down somewhat above the present scale of wholesale prices and to become stabilized around that point. If a business man comes to this conclusion, the sooner he adjusts his prices to that belief and acts accordingly in his trade the larger the amount of new market he will be able to control and presumably to hold, as times improve. This phase of the business outlook is one that must never be forgotten for a moment.

Profits during the coming year will probably be moderate. There is little likelihood, even under the most favorable conditions, of the immediate restoration of large profits, even in the best situated industries. Recalling all these facts, business men will do well not to try to expand too rapidly; and to keep well paid up on current obligations, taking their discounts as fully as possible, and building up a solid, rather than an extensive trade. Laying the foundation for a much larger expansion in later years will be very remunerative after a year or two; and, in the meanwhile, book profits can as well be curtailed or dispensed with at this time as perhaps at any. There should be every effort to mark off and "write-down" over-valued assets as rapidly as opportunity and earnings will permit in order that, when revival comes, the enterprise may not have any large overhanging body of such overvalued assets to act as a handicap upon the future progress of the concern. Revaluations designed to bring the business into line with the business units of greatest efficiency in each branch of a trade are called for.

During the past year, a great many enterprises have cut or suspended dividends. During the coming year, a good many others will be strongly tempted to do likewise. The question of dividend policy is one that will, for a good while to come, give more than a little trouble; and that deserves thoughtful consideration from every standpoint. It is unquestionably true that, in many enterprises, there has been, for years past, a ploughing back of profits that gives reason for regarding the concern as worthy of a higher estimate of worth than ever before. It is also true that the revaluations already spoken of may, in some instances, more than wipe out all such ploughing back of assets. The future dividend of a concern should be determined after all the needful write-offs legitimately to be made have been considered. In many cases, regrettably, the outcome will call for lowering of the rate of distribution. In others, there will be no such necessity; and in these every effort should be made to keep them up, at such rate as rep-

resents the normal fair value of the investment and its earning power. The temptation to suspend dividends, in order to conserve cash, is always strong in time of difficulty, but of course always hurts the credit of an enterprise in the most serious way. Suspensions of dividend should unhesitatingly be made when the condition of a corporation calls for such action, but should never be authorized unless there is real ground for taking the step. The mere fact that the dividends may be, and perhaps are, shortly reinstated, never overcomes the loss of credit resulting from their suspension.

With wise management of financial problems inside the business, abstinence from new extensions until the nature of public demand after the passage of the depression is indicated, and revaluation of assets and reduction of needless expenses or extravagant outlays, the year 1932 may be a year of strengthening and foundation work for not a few concerns. It will, in any event, be a year of trial and testing of weak

spots. It is in the later stages of a depression that concerns which have exhausted their strength usually go to the wall in largest numbers. Others that pull through become the leaders in their several lines. Those which have lasted thus far in good condition have a hopeful outlook of great growth for the future especially when it is recalled that we have now reached a point at which considerable renewal of demand may be expected owing to reduction of consumers' stocks of commodities in many directions as well as of various kinds of raw material surpluses.

There is no assurance of any particular kind of development in 1932 except that which history has indicated as being usual after panics and depressions of the past. That the natural course of events will now be a slow rejuvenation and gradual pulling uphill is the fair expectation. Such a process, as already stated, offers great possibilities to wisely managed enterprises and equally great risk for others.

Trade Leaders' Views of Outlook

A LIMITED number of leaders in the toilet goods industry have been asked to express their views on the business situation with particular reference to the toilet preparations industry. Below are presented these statements. They afford an interesting cross section of opinion regarding the industry which should be of distinct help in estimating the progress to be made during the coming year.

President of A. M. T. A.

H. Henry Bertram, A. P. Babcock Co.: The article by Dr. Willis, it appears to me, has analyzed the situation conservatively and well.

The toilet goods industry will no doubt follow the course of general business. Courage, clear thinking, good management and hard work will all be necessary to "win through." The toilet goods industry has as many keen executives as any other and no fears need be felt that they will lack either courage or resource-

fulness in solving the pressing problems of these later stages of the depression.

Richard Hudnut

G. A. Pfeiffer, president: We enter 1932 with hope, confidence and faith, fully believing in the present and future of our industry and the United States.

So many prophecies regarding future conditions have been made that any prediction of ours would be futile.

Bourjois, Inc.

B. M. Douglas, treasurer: I have found in the past year that the same trouble has existed as in the year previous, that is, that the general merchandiser has endeavored, as far as possible, to do his retail business from the stocks of the wholesalers and manufacturers, with the inevitable result that they lost a great deal of the business that they might have had with the proper stock, and have caused the manufacturers a



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B. M. DOUGLAS



CHAS. S. PEARCE



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NORTHAM WARREN



F. N. LANGLOIS



RALPH G. BOALT

tremendous overhead, as a result of having to do a retail business on a wholesale basis. I do not claim that dealers should have carried ordinary stocks, but they should have at least carried what might be termed "moderate" stocks—which they have not done.

Business on popular priced merchandise, I have found, has not been unduly below the average, but high priced packages in any line of business have not sold well, and the caterers to the extreme luxury trade are all complaining.

My experience through the depression has been that the houses that kept on working hard and have had confidence in themselves and in the country, have not failed to reap a very definite reward.

The greatest harm in our business has resulted from the efforts of misguided dealers to convince the public that they can do business at a loss, that is, without making any profit. This, naturally, has disheartened reputable dealers, and even the fact that many of the so-called "cutters" have gone out of business last year and are "falling by the wayside" in large numbers, even in the few days of this year, is no consolation.

The late buying of last year was very encouraging and I think the prospects for a moderately healthy business, especially in popularly priced items, can be predicted. The spirit of the general trade, at the present time, is far healthier and more hopeful than it was six months ago.

Colgate-Palmolive-Peet Co.

Charles S. Pearce, president: Our opinion of general business conditions differs very little from that which we held last year. We shall maintain the same standard of advertising and feel that our selling efforts for 1932 will meet with increased results.

In view of the many foreign disturbances, as well as domestic disturbances we feel that we have had a satisfactory year. We had a record first half, but there was a noticeable curtailment of buying in September and October, which are usually our two best months. November and December were both considerably better than in 1930, however. Our domestic business netted us a profit every month, while in 1930 the slump in buying in December was so drastic that we suffered a small loss.

During the year we expended close to \$15,000,000 for advertising, which is more than we spent in 1930. We also continued to expand our foreign activities. We

were naturally affected by the drop in monetary values in a number of countries in which we operate. In Germany, where an embargo was placed on exportation of money, we utilized our surplus cash in the purchase of raw materials.

During 1931 we reduced our operating expenses a total of about \$1,000,000, which should be reflected to a greater extent in our 1932 results.

Northam Warren Corp.

Northam Warren, president: Although the impression is general that the toilet goods industry has come through the last two years with less impairment of its volume than has been the case of many other industries, there have been many casualties. Some of the leading firms in this industry have been particularly hard hit and their prestige has been materially lessened by the tendency on the part of retailers to cut the prices of their merchandise in an effort to maintain the volume of their particular store or of their toilet goods department. Many of the leading retailers of the country have turned to the manufacturers of these particular products, with urgent requests for additional discounts or additional free goods through which they hope to reimburse themselves for the loss due to price cutting.

In general the manufacturers who have come through the recent period with the least damage to their business and to their position in the market, have been those who have adhered closely to sound merchandising and advertising principles. Those firms who have helped the retailer most with regard to his essential needs, are the ones which have given the retailer real merchandising help in the form of attractive and sales-making displays, and who have kept a stream of customers coming into his store through the power of sensible and truth-telling advertisements.

In our own case we began two years back to examine closely into the possibilities of improving the packaging or the formulas of every product which we manufacture and distribute. In every case the economies made through falling prices of raw materials have been passed along to the public in the form of increased values. In other products, where the best chemical knowledge available was unable to suggest further improvement and refinements of formulas, better value has been given through larger quantities of our preparations at no increase of price. We have attempted to

limit our advertising to truthful and reasonable claims of the merits of our products, and thus to increase the prestige of our lines with consumers.

That all of these efforts have been in keeping with sound economic principles, and have resulted in extending the market for our lines, is demonstrated by the fact that we have made a gain in sales during the past year on each of our nationally-known and nationally-advertised brands. We plan to continue these principles during the coming year, and see no reason to look ahead to 1932 with anything but confidence. We know that business can be had if the appeal to the consumer is strong enough and if the merchandise is such that it will create a response in the minds of the American public which is learning more and more to shop on the basis of sound values both in quality and in style.

United Drug Company

F. N. Langlois, perfumer: Throughout the year 1931 we have been concentrating on our better lines of merchandise with the result that while we had a decrease it was a very small one and one that has been very satisfactory, all conditions taken into consideration. We intend to make this our policy during the coming year as we believe it is the only way in which to build for the future.

Indiscriminate price cutting in the past year has been very detrimental to the toilet goods business as a whole. Perhaps the toilet goods business is no different than any other line of business, but it seems that there are no established values in our industry.

We have recently brought out a man's line, which we feel will be a big success and our first year's sales have been sensational. We have made quality the keynote in this line and have set our prices accordingly.

We still feel that the public will pay for quality merchandise and attractive packages.

J. R. Watkins Co.

Ralph G. Boalt, secretary: We found 1931 a satisfactory year. Certain changes in our selling organization personnel and methods of production were made in order to bring our efficiency in line with current conditions and these worked out very satisfactorily. In our opinion conservative optimism regarding prospects for 1932 is justified. We believe that those who work hard and go out strongly after business will find the coming year an average one. We are now making plans to secure our share of the business.

Colonial Dames, Ltd.

H. P. Willats, president: The depression has served one good purpose—and that is to classify the beauty business, not as a luxury but as an essential to life. This industry has suffered far less than many so-called essential industries, which proves that women now consider beauty just as important as the other essentials of life.

We have built up our sales to the highest peak in our history by stressing the fact that beauty is a necessity and no longer a luxury. The depression has caused keener competition, which is responsible for much "ballyhoo" and "hoey" in advertising. The public is only amused by such copy, as evidenced by the

popularity of magazines which expose these inconsistencies. Women like facts and common sense statements about their beauty problems.

We have had a wonderful reaction from advertising copy which states facts instead of fairy tales. The depression has made people practical. They prefer to reason out their problems and therefore respond more quickly to a reasonable beauty appeal. We believe this industry will thrive if it will stress "value" of beauty and the "value of its product for the purpose recommended.

Guerlain, Inc.

Bernard d'Escayrac, vice-president and general manager: Our business during the last year has been quite satisfactory considering the unfavorable condition of general business and finance. I believe, however, that the first few months of 1932 will be an even more difficult period. Those companies which pursue a conservative and constructive policy during this period will undoubtedly be in a position to enjoy the benefits of the improvement which is bound to follow.

Doraldina, Inc.

L. J. McCracken, vice-president and general manager: To the smart woman of today, cosmetics are a necessity. To the business woman consistent care of the skin with cosmetics that are scientifically correct is essential to her success.

Through national and other publications devoted to dissemination of beauty advice, the 20th century woman realizes that cosmetics and their intelligent use are necessary to correct grooming and ultimate chic.

By carefully choosing an alluring powder base in colors and by selecting powder, rouge, lipstick, etc., to harmonize, the modern woman achieves "fashions in cosmetics" or the matching of costume and complexion. Simply by changing her make-up, any woman can wear any color gown because the choice of the right make-up creates a real harmony between skin coloring and costume.

We enjoyed a very satisfactory year in 1931 and there is every indication that even better business is assured during the present year. In fact, I believe that the production of cosmetics will increase each year for many years to come. As more and more, women come to realize that perfect grooming is essential.

Adverse conditions during the last year have brought manufacturers to face the evil of price cutting, which has been detrimental to general business. I believe wise manufacturers realize that success is largely based on the good will of customers, and no one can afford to put reputation and good will on the bargain counter or, soon there will be neither reputation nor bargains.

Ferd. Mülhens, Inc.

Daniel J. Mulster, treasurer: I find it more difficult to write you regarding the business outlook for the year than ever before. World conditions are still chaotic and anyone attempting to seriously predict what the immediate future will produce in the way of business improvement or continued depression is only indulging in futile guess work. A number of things may happen



D. J. MULSTER



B. D'ESCAIRAC



W. H. HYDE



W. H. WISEMAN

in the next few months that will promote a better feeling and it is also possible that the reverse may happen.

Still it is a fact that during the final three months of last year, a better tone was evident in the cosmetic industry and some houses reported improved sales and conditions.

If Washington and our State Governments will refrain from imposing a discriminatory tax on our struggling industry, I am sure that, in time, we shall work out our salvation.

The Armand Co.

William H. Wiseman, vice-president: For the year 1932, a few things are going to stand out prominently affecting the toilet goods industry. One is taxation.

In states and nationally, there is an effort to tax cosmetics. Groping about for some new place to pick up tax money, a discovery is made by legislators that women use a considerable amount of cosmetics and that a good deal of tax money could be raised if these were taxed.

The Armand Company takes the position that there is no more excuse for taxing women on a box of powder than there is for taxing a man for a hair cut or a shave.

Another point of primary interest is maintenance of fair resale prices. Companies who have maintained a listless or non-interested attitude on this subject or scoffed at the retailers' interests, are beginning to wonder whether price cutting and no profit are responsible for loss in volume. Many are floundering around to

see what's wrong and what mistakes they have been making. Only a few, like Armand, have had a settled price policy for a long term of years.

Armand is opposed to nuisance taxes imposed upon women who desire to look well. It has, for fifteen years past, unalterably opposed price cutting, bootlegging of cosmetics, "gyp" jobbing or any other practices tending to take away from the retailer and wholesaler fair reward for work done or to cheapen fine merchandise in the hands of either retailers, wholesalers or consumers. Armand believes the manufacturer has a responsibility to protect his goods and keep them clean until they reach the consumer's hands. Also that each unit of distribution which handles a product is entitled to fair pay in proportion to the service rendered.

As stated in previous years, we believe that good merchandise fairly priced, honorably handled and backed by plenty of brain work and leg work will result in satisfactory volume and reasonable profit.

The Abner Royce Co.

Wilbur H. Hyde, president: A year ago I ventured the prediction that business stability awaited and equitable adjustment in salaries, wages, traffic rates, prices, etc. The past year has shown a marked tendency to that end.

We are in an adjustment period, following an unprecedented inflation. In the natural course of events, the close of 1932 should bring us nearer to an economic



L. J. MCCracken



J. H. HERSHMAN



W. T. RAWLEIGH

balance. The year should not be without opportunities for the aggressive, energetic organization or the executive and the individual who have ideas, vision and initiative and apply their talents sanely and industriously.

Charles of the Ritz, Inc.

J. H. Herskman, vice president and general manager: To the executive responsible, even in small measure, for the success of any business, 1932 offers many and serious problems. However, it also offers unusual opportunities. The foundation of most great fortunes and of many of our most successful businesses has been laid during a time of depression, and I believe that 1932 will strengthen the position of many toilet goods concerns.

The toilet goods industry, as a whole, has been less affected by the depression than almost any other business. I do not know whether I am paying a compliment to American women or to those back of the toilet goods industry when I say it does not seem to have occurred to American women to cut down on those things they have grown to consider absolutely essential to their personal good looks. With or without a job, you find the American woman well groomed and of good appearance. As a matter of fact, I should say that the business woman out of works spends more for beauty than when she is working. She has learned the importance of making a good impression in applying for work. She knows her prospective employer is "sizing her up." She realizes that unless the first impression is favorable, she does not get a chance to present her credentials or to prove her value.

This attitude, I believe, has done much to stabilize the toilet goods industry and to bring us through these trying times with resources unimpaired. It will continue to help us in 1932 but if we are to hold our own, I believe we must give more thought to the service side of our business.

The store is our chief contact with the consumer and most stores are having plenty of trouble these days. It seems to me that it's up to us to merchandise our own goods—through intelligent cooperation with the stores and by offering well thought-out sales-promotion campaigns.

And last but not least—the firm whose product is of real value is the one which will make the greatest progress this coming year. American women are spending money on beauty—just as much money as they ever spent, but they are more critical—less inclined to experiment—more insistent on value.

W. T. Rawleigh Co.

W. T. Rawleigh, president: We are pleased to report a substantial increase in our 1931 sales of toilet preparations. The most important factors in securing this increase were:

- (1) Obtaining better raw materials from the source at lower costs;
- (2) Improving their quality, value and usefulness;
- (3) Reducing wholesale prices to the minimum and selling at cost plus only a reasonable profit.

Strict adherence to these fundamental policies resulted in lower wholesale and retail prices and gave

consumers the best values, which should always result in increased sales each and every year. This has been our experience.

We are now passing through an era of intense competition in all lines of human endeavor and this combined with world-wide depression in industry, trade and commerce makes it one of the most trying periods that has been experienced during our generation.

But nevertheless we have always been optimists and never pessimists. Everything considered, while recovery will probably be slow and unusual sales resistance and slow collections may be expected and it will be necessary to study deeply, plan carefully and execute thoroughly we can think of no good reason why American manufacturers and dealers should not be able to secure at least a fairly satisfactory and profitable business during 1932.

French Customs Developments

THE French Government, alarmed at the effect the new British duties on toilet products and other "luxury" imports may have on France's huge trade with Britain, is negotiating for a commercial treaty between the two countries. French officials are exploring the ground in collaboration with British officials.

The French Government has tabled in the Chamber a Bill amending the turnover tax in such a way as to transform it into a single tax on imports so far as concerns animal and vegetable oils and greases. The turnover tax will be levied as a single tax applicable to imports consigned to importers other than manufacturers. The tax will be at the rate of 5 per cent on oleaginous greases and fruits, and 6 per cent on fish oils and greases and on vegetable oils, of 5 per cent on coconut oil, of 4 per cent on animal greases and greases used for foodstuffs, of 4 per cent on oleic acid, oil of glycerine and stearic acid, and of 7 per cent on soap.

Polish Trade in Cosmetics

Sales of cosmetics during the first 10 months of 1931 were about 10 per cent below last year's volume. Business in the lower priced lines improved somewhat during the year but imports of high-grade cosmetics declined in varying degrees, from 50 to 75 per cent. Prices held fairly firm, with some adjustments in the higher qualities.

Domestic production of cosmetics during the period from January to October, inclusive, shows a somewhat smaller total for 1931 than 1930, but production of cheaper grades has increased.

Lavender Oil Exports from France to United States Down

Exports of lavender oil from the Nice consular district during the first 9 months of 1931 amounted to 78,000 pounds valued at \$208,000, compared with 133,500 pounds valued at \$332,400 in the corresponding period of 1930, and 123,600 pounds worth \$363,000 in the 1929 period. Dry weather has affected adversely the volume of French yield. French dealers estimate stocks at 150 metric tons.—(*Consul Robertson Honey, Nice*).

What Our Correspondents Report

CORRESPONDENTS of this journal in all parts of the country were asked to summarize briefly the opinions of manufacturers of toilet preparations in their particular territories. Each of them interviewed leaders of the industry in his territory and their reports which follow afford a general picture of conditions throughout the country which should be of considerable interest and value.

The New England Outlook

NEW merchandise, new markets, and renewed effort are factors that are expected to lead the toilet preparations industry forward during 1932, according to leading manufacturers in the Boston district. They are unanimous in stating that business has been well maintained throughout the past year, responding to increased merchandising effort and to the constant development of new lines.

The use of cosmetics is reported to be on the increase, with popular priced goods now conspicuously in demand. The sale of toilet waters has fallen off to some extent. While popular priced lines of cosmetics are leading, manufacturers are showing a tendency to make use of better quality goods, using vegetable oils to a greater degree, employing a more refined lanolin, etc.

The factor of newness is playing an extremely important part in obtaining business. And the new products that are being developed in the drive for business are being held by the large manufacturers to high standards that will mean no loss of prestige when general prosperity returns.

In the present situation, it is agreed, the paramount danger is that the market may fail to hold to its price and quality standards when much cheap merchandise is being enticingly offered in large quantities. This danger has been largely dispelled, however, for leading manufacturers are concentrating on better quality lines, in the belief that when conditions turn, they will be in the most advantageous position.

The keynote of the American perfumers' success, they point out, has always been the maintenance of quality and the ability to refrain from slashing prices indiscriminately. The adherence of American toilet preparations manufacturers to price and quality standards during this difficult period is something to take pride in. One leading manufacturer declares that this achievement should bring forth a general New Year's resolution to be proud of the American trademark and to post "Made in U. S. A." on every product possible.

It is the consensus of opinion that since considerable liquidation has been effected during the past year in all lines of business, some stabilization may be expected shortly. One important manufacturing house reports that cable advices from its foreign branches are much more favorable in tone of late.

Liquidation among beauty shops, of which there have been a very great number in the last few years, has placed these retail outlets in sounder hands, according to manufacturers. Indications point to an effort on

the part of makers to induce shops of this character to increase and diversify their stocks of cosmetics. Parisian shops and several of the more aggressive American chains dispose of large quantities of cosmetics, while the average shop in this country is hesitant about handling this business, confining itself largely to service. A more general effort to sell through the beauty shop should result in a greatly increased market.

Outlook in Cleveland Territory

BUSINESS was fair for the toilet preparations industry in 1931, but a little behind 1930. The industry was not hit as hard by the depression as other businesses because of the steady demand for its products by women, in spite of economic stress. Manufacturers agree that there is no prospect of the early return of boom times. They regard the whole economic setup as changed, and believe that the industry is facing new conditions and circumstances. Individual manufacturers within the industry must drop conservative and established methods, and conform with the new requirements. In general, manufacturers are not doing so well; and they must accomplish a radical readjustment of sales methods, very much like other businesses. As in other industries, some exceptional firms are going as well, or better than they did in boom times. These concerns are using effective methods of advertising, and sales promotion.

Because they did not expect the current depression, manufacturers are wary about making predictions for 1932. They agree, however, that the fellow who gets business in 1932 must be on his toes. The coming year will evidently be a replica of 1931. As one manufacturer expresses this fact: "We're in for another year of good old-fashioned hard work."

Two major developments in the Cleveland district that may be duplicated elsewhere in the country are the collapse of small firms and the development of private brands by the retail drug chains. Soap manufacturers have been hard hit, in the first development. Cut pricing has been responsible for the second development.

Two Views in Detroit

TWO radically different trends in toilet preparations manufactures are indicated by Detroit firms. Meeting existing business conditions by aggressive merchandising and change of methods of distribution is forecast by a large manufacturer, upon the sound view that changing times demand changed modes of operation. On the other hand, smaller companies seem to pursue the policy of withdrawing advertising plans, cutting down sales forces, and decreasing overhead costs generally. For the manufacturer of limited capital who dares not risk his all on a step ahead, this seems the favored policy right now.

But the big manufacturer with an organization and capital to stand new tactics is adapting his product to new trends. Foremost among these is the rapid disappearance of the high priced preparation, usually put

out by a specialty company, which sold at prices every retail consumer knew were too high. The present buyers' market has forced them out, and only popular priced goods will stage an effective comeback. No reduction in prices is to be expected; the price of toilet preparations and drug sundries has never been notably increased in the past decade, and there is no reason why it should now be decreased just because other prices are toppling.

More careful buying is becoming the rule, particularly among commercial users. Specifications of purchasing agents for industrial soaps, for instance, are stressing the qualities of essential oils in more force than ever before; incidentally, this field now shows an almost complete absence of scented soaps, requiring apparent proof of quality of basic materials.

Chicago Trade Is Hopeful

TRADER leaders in the toilet goods industry centering about Chicago feel that 1932 will present them with an unusual opportunity. Almost without exception, their feeling is that business will begin to improve during the coming year, and some indicate that this upward trend has already started. The gradual restoration of confidence is foreseen, and plans are being made to take full advantage of the improvement in conditions.

A higher standard of advertising and liberal appropriations will feature the merchandising plans of leading companies during the coming year. Intensive sales efforts and a keen appreciation of the needs and preferences of the public during the period of recovery will feature sales and merchandising plans.

It is the consensus that any manufacturer who merchandises progressively, advertises adequately and offers products of merit at reasonable prices will be able to combat more or less unfavorable conditions, and that such companies will look back on 1932 with much greater satisfaction than is possible at the end of 1931.

Prospects in Milwaukee

PROSPECTS for 1932 are quite encouraging, according to manufacturers of toilet preparations in and about Milwaukee. Some are of the opinion that a price adjustment will be necessary during the new year, and that it will be impossible for them to compete unless prices are reduced.

Others do not believe such readjustment, at least not a radical one, will be necessary. Depreciation on products is given as the reason by some, for the necessity of lower prices. In most instances business in 1931 fell off a bit from that of the preceding year, but indications are that it will come back in 1932.

Conditions Around New Orleans

DEFINITE indications of slow but steady improvement in the toilet goods business, coupled with the necessity for vigorous and consistent merchandising—that is the way New Orleans manufacturers see 1932.

A renewal of extensive foreign business is noted as a good sign. Orders to local firms are coming from Asia especially, with many also from Europe and Latin America. These are believed to represent the beginning of a movement by foreign merchants to replenish

stocks during the last part of 1931. It is hoped that the resumption of regular trade in these channels is under way, in spite of tariff and other difficulties.

A fair volume, even if it was not up to the total of 1930, has been enjoyed by all leading local houses. Distribution in the city and its vicinity has held up quite well, since New Orleans has had better general conditions all along than many other large centers.

The need for adapting merchandise to changing appeal has been noted especially by one company. Several additions to its line, based on this principle, are to appear in January. Elimination of extra expenses and close attention to merchandising were stressed as necessary for the industry by the president of another concern. Good results were obtained last year by concentrating on a higher-priced quality item, by still another house. Its president said that the plan would be continued this year.

Southwest Expects Improvement

MANUFACTURERS of toilet preparations in the Southwestern territory centering around Dallas believe that the latter part of the coming year will witness some improvement in the tone and character of business. Several of them report that sales volume in 1931 exceeded that of 1930. Inquiry from wholesale and retail outlets indicates interest in offerings and while business thus far in 1932 has been quiet, sentiment has shown a decided improvement in recent weeks. A feature of current business has been the adoption of a cash sales policy by several companies which it is expected will be beneficial to business which has suffered from poor collections during the last year. Buying of raw materials at today's level of prices seems to be on the upgrade, many manufacturers stating that they consider the bottom of raw material prices to have been reached.

Seattle Manufacturers Anticipate Gain

THE most interesting prediction for the coming year in the manufacture and sale of perfumes, is the strong indication of a return to flower odors. As one local manufacturer put it, "climate has a good deal to do with taste in perfumes. The heavier, spicier, odors hold up better, for instance, in warmer climates. Seattle, with its mild weather, takes kindly to the fragrance of the flowers. The revival of interest in these is marked."

The year 1932 is looked forward to by all local manufacturers and jobbers, with optimism. Prices will continue strong in the medium price range, with a possible strengthening of more expensive perfumes, subject to general conditions. Cosmetics, creams and powders have held up splendidly and there is every indication that a substantial increase will be felt.

Pacific Coast Prospects

MANUFACTURERS of toiletries in the Pacific Coast territory point to the value of consistent but conservative advertising in bringing the toilet preparations industry through the depression. While admitting that trouble is likely to continue during the early months of 1932, they believe that real improvement will follow and that houses which have continued to impress upon the public the value and necessity of

adequate beauty treatment and satisfactory preparations for this purpose will be in a position to take advantage of inevitable gains later.

Lessons gained from the depression in addition to advertising's necessity are listed as: toilet goods are necessities and not luxuries; women like common sense descriptions and not exaggerated claims; moderate prices and value are the criterions of success during the coming year; price cutting does not pay; success is based upon customer good will in good times or bad.

In general the outlook is more favorable than many had anticipated during the latter part of 1931 and further expansion of Coast business in beauty products is confidently predicted.

The Mountain Territory

SALT LAKE CITY manufacturers of toilet preparations are not exactly pessimistic regarding the outlook for 1932, but most of them are not looking for any particular improvement in their business during the next twelve months. They point out that metal mining and smelting and the prices of products of farm and ranch must show an improvement before this territory can recover. The farm crops, however, are not likely to suffer from a shortage of irrigation water next summer as they did last, for the watersheds of the mountains were packed with snow in November and December.

Price had much to do with the toilet preparations industry here in 1931. One executive summed up the situation when he said, "The people have got so that they won't buy unless they are offered a bargain." The chains are generally blamed for this and one manufacturer went after them strong. Not only are they lowering prices but standards as well. Although they are demoralizing the business it is not thought, however, that they are doing more to it than they are to many other lines.

Creams, lotions, and powders seem to be selling better than perfumes. Two local firms sell through door-to-door saleswomen, and one of them recently expanded its territory. This firm reported that the slump had not affected them especially and they were looking for good things in 1932.

California Cosmetic Association Meets

A meeting of the California Cosmetic Manufacturers and Distributors Association, was held recently at the Pig 'n Whistle Cafe in Hollywood. The speakers were William L. Ware, Domestic Trade Commissioner of Los Angeles Chamber of Commerce, who spoke very interestingly on the topic of "Setting the Stage for a Comeback." Mr. Ware gave very interesting information on conditions throughout the West; also, some interesting figures showing the rapid growth of the cosmetic industry in southern California.

Robert M. Sempel of the Los Angeles Better Business Bureau also gave a short talk outlining the policies of the Better Business Bureau, and gave interesting data on some of the work this association performed. Other speakers explained and displayed various types of merchandise such as bottle caps, paper boxes, coloring of jars, etc.

Approximately thirty-five manufacturers and their friends attended this meeting.

Prospects for Specialty Exports Good

WASHINGTON, Jan. 9.—An excellent opportunity for the development of foreign agencies and outlets for American products now exists, according to an informed member of the staff of the Bureau of Foreign and Domestic Commerce who recently outlined his reasons for this belief although not for quotation because of departmental regulations.

In the view of this official, backed up by the department's reports from abroad, American manufacturers, particularly of specialties, can make more advantageous deals with foreign agencies both in Europe and in South America than at any time in recent years.

The principal reason assigned for this is the fact that fairly lean trade experienced in the past two years has made established firms in foreign centres receptive to propositions from responsible American houses which would have been turned down previously because of the simple fact that they had sufficient business to keep them occupied profitably. Now, however, these firms which deal almost exclusively in imports from the United States or other countries find themselves with trained staffs and complete sales equipment, but without lines sufficiently attractive to maintain their business.

Many of those agencies, it has been reported here, now are ready to waive guarantees and other demands which until recently were routine parts of their contracts.

"This condition," said the official who analyzed the foreign field, "offers an almost unprecedented opportunity for manufacturers, although such contacts may not be profitable immediately.

"Business depression, however, is not a permanent condition and when present affairs right themselves and normalcy again is in sight there will be a scramble for foreign markets which have been neglected in the interest of too much economy of production in the United States.

"If American manufacturers only would consider this as a time for reorganization and planning for the future, they could establish themselves in many parts of the world and be prepared for greater demand for their products in the future, while at the same time accomplishing the immediate result of seeing occasional shipments of goods go abroad, probably into channels which heretofore have been untouched."

As examples of the possibilities inherent in this practice, it was pointed out that the Latin-American market, a natural one for the United States, is a good customer for fancy soaps and medium-grade perfumes, as well as for a fair amount of flavoring extracts.

Often trade names which mean little abroad gain new value in other countries if they are distributed by the leading importer of that country, and now is the time to make new contacts with such importers who would act as agents for American goods, the official pointed out.

Is It Possible?

Boy: "Do you know, dad, that in some parts of Africa a man doesn't know his wife until he marries her?"

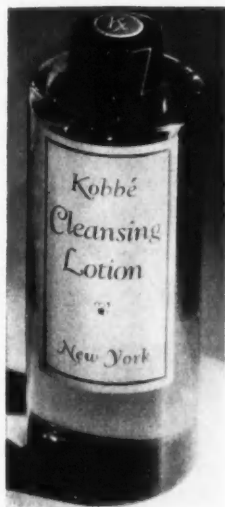
Dad: "Why single out Africa?"—*The Kablegram*.

Recent Product Developments

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Kobbe Cleansing Lotion Redressed

Kobbe Laboratories, Inc., New York City, have developed a most attractive and artistic package for its new cleansing lotion. As may be seen from the type of container shown in the illustration this cleanser is in liquid form. Both standard mould bottles and standard mould closures are used, but nevertheless a thoroughly modern effect has been obtained. The tall slim bottles have a most substantial look and possess a firm grasp. The labels are of silver paper printed in black, and an unusual touch is added by cementing a silver paper disc, carrying the initial of the maker, on the top of the cap. The caps are of black plastic harmonizing with the black type on the face of the label and forming a pleasing ensemble.



Ferd. Mülhens Redresses the "4711 Tosca" Line

Ferd. Mülhens Inc., New York City, has redressed the various products of the "4711 Tosca" line as well as developing several new bottles for the 4711 genuine Eau de Cologne. One of the most attractive items is a large hexagonal container in the center of which is set a hexagonal bottle of "4711 Eau de Cologne", and surrounding this bottle are six smaller bottles of perfume, consisting of the odors, "Rhinegold," "Cioldorado," "Esmeralda," "Pro Fume," "Juchten," and "Tosca." These are shown in the center of the illustration, with the outside container, a blue suede paper box with gold trimmings. Capping the Eau de Cologne bottle as also the small perfume bottles are gold slip-on tops.

Another very unusual package is shown at the right of the photograph. This is a uniquely shaped bottle containing "Tosca" perfume with heavy blue and gold trimmings on the bottle. The product name and the trade mark, "No. 4711" are effected in black on a gold label. A gold top also slips over

the glass stopper of this bottle. The outer container is irregular in contour and effected in the characteristic 4711 colors, blue and gold. The other perfume bottles of the line are individualistic square bottles with square gold tops over the glass stoppers with the name "Tosca" imprinted on the top. These are put up in two sizes, the smaller one fitting into a blue suede paper box and the larger one into an odd blue box with opening doors.

The "4711 Eau de Cologne" has been repackaged in two crystal glass bottles, the one round and the other square. These with their irregular cutting are shown at the left of the illustration. Another and larger bottle containing 16 fluid ounces of the "No. 4711 Eau de Cologne" is more regular in contour and is topped with a silver tone cap.

Other additions are a set of small dropper perfume bottles for trial sizes and No. 4711 double shampoo contained in paper envelopes containing enough for one treatment.

The company is to be congratulated upon the artistic and handsome bottles that it has adopted for this well known and popular line.

Hand Whitener and Polish Shades of Peggy Sage

To the several delightful Peggy Sage preparations has been added a new cream, a "Hand Whitener," and also two new shades of nail polish. This new whitener gives the hands a beautiful white bloom, conceals blemishes and freckles and refines the appearance of hands and arms. This cream may also be used effectively on the arms and neck for evening wear. It is packaged in white jars with silver tone tops, decorated with the trade mark outlined in red. The labels are of silver with red border and the product and company name in black type below the trade mark.

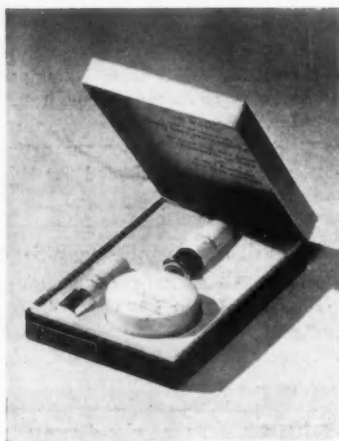


The two new shades of nail polish are rose; the one, a beautiful pink coral. These, like the others of the line are contained in square bottles set in silver boxes decorated with sprays of roses.

Two other very attractive and useful items are the hand cream lotion which softens and smooths the hands as well as giving them a delightful odor. A pearl cream liquid powder for neck and arms is also an exceptional addition to the line.

Marly's New Merchandising Plan

Les Parfums Marly, New York City, has developed a constructive merchandizing idea in connection with the presentation of its lipsticks. The Marly lipstick is presented in the usual manner and packaged with it are samples of Marly perfume and a replica of the Marly face powder box in sample size. Thus Les Parfums Marly is not offering to the trade two or



three salable products for the price of one, but one product, the lipstick, with samples of the other two to acquaint the buyer with the excellence of the powder and perfume.

The container for this ensemble is carried out in the characteristic Marly colors, brown and tan. This effective combination is

applied to the lipstick, which has a brown base with a tan top, with the company name in brown across the lighter part. The accompanying illustration shows the lipstick with the samples below.

"Facel" Tissues

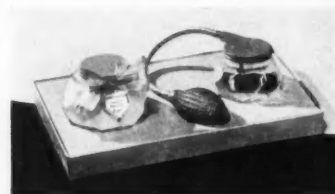
"Facel" tissues have been developed in an entirely new form with frilled edges. From the photograph shown herewith these new edges are shown across the center. The tissues are effected in blue, orchid, white, flesh, gren, peach and canary. The outside container



is a cardboard box the color of the tissues with an opening through which the tissues are easily removed. They are the products of the National Cellulose Co., New York City.

Bath Powder Spray of Volupté

One of the very newest items of the Superior Products Co., New York City, is its new bath powder spray containing its new powder delicately scented with "L'Odeur Intrigue." From the accompanying illustration the attractive bottle with top and atomizer in matching colors may be seen. These are developed in the popular bath-room shades, rose, blue and green. The odor is individual with Volupté and was created especially for this powder.



Terri's Novelties and Perfumes

Terri Cosmetic Corp., New York City, has developed several very interesting novelties since its entire reorganization last year, among which are a new sifter to be used with its powder box and a two purpose cream. In the center of the illustration is shown the sifter fitted into the powder box. By this device which is similar in operation to the Terri sifter compact,



sufficient powder is raised for use by turning the sifter in the direction indicated. This also has the advantage of keeping the powder puff out of the powder.

The two purpose cream consists of two creams in the same jar. The one half of the jar contains the cleansing cream and the other half the lemon cream. To get double action of these creams an equal amount of each is scooped up at the same time.

This cream is packaged in a private mould jar with silver tone cap decorated with the designs characteristic of the Terri line. The labels are of a silver background with black type. A yellow band across one corner of the jar with the word "lemon" denotes that the contents of the jar is partly of lemon cream.

Perfumes are also a recent addition to the line. Alluring new odors, including "Rapture," "Erotique" and "Entre Nous," Terri says, have been created and are bottled in attractive glass containers with the Terri figures etched into the bottles and stoppers.

As may be seen at the right of the photograph these come in two sizes; the large one ounce size and the smaller one-quarter ounce size.

Johnson & Johnson Introduce New Novelty

An innovation in the merchandising of face-cleansing pads or tissues,—a smart new plastic container for



“Couettes” has been presented by Johnson & Johnson, New Brunswick, N. J. The box shown in the accompanying photograph is refillable, holding a single pack of “Couettes,” and

is to be merchandised in addition to the regular window-carton shown in the background. Lustrous black plastic is the material used, and the parallel lines and stars on the cover are indented and silvered for contrast.

“Correcto” and “Firmatex” Additions to Rudemar

Two new masques, “Correcto” and “Firmatex” have recently been added to the Rudemar line of cosmetics. The former is a treatment designed especially for acne



and other skin irritations and is the result of one and one half years of experiment and study. The treatment while aiding in the clearing of the skin, at the same time removes the redness usually concurrent with such treatments.

“Correcto” is also used for the treatment of the scalp and is found to be most effective, states Mrs. Ruth D. Maurer, president of the company.

“Firmatex” is another masque which the company claims is most successful as a skin tightener, pore reducer and mild bleach. It discourages lines, improves the contour and leaves the skin soft and smooth.

Both treatments are packaged in the regular Rudemar blue jars with the gold tone tops. The label is also in harmony with the others of the line and bears the name of the products in blue letters on gold. It is packaged in two sizes; one for the retail package and the other for the shop.

Hudnut's “Violet Sec”

The tall dignified bottle used by Richard Hudnut, New York City, as a container for its “Violet Sec” toilet water is topped with a most substantial and attractive sprinkler top. This top is developed in a silver tone metal and permits of any desired amount of toilet water being obtained. The violet color of the liquid shining through the transparent glass container forms a most alluring item. The label is characteristic of Hudnut bearing the product name at the top and the company name at the bottom with the trade mark design between.

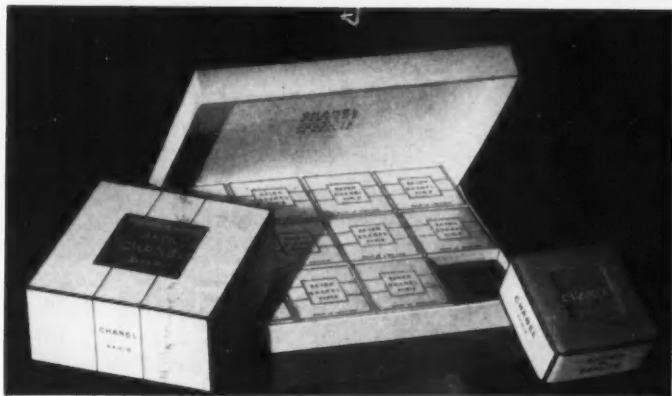
This container is right in line with the many products of the Hudnut line as to its beauty and practicability and should be found on the dressing table of every fastidious lady.



Chanel's New Soap

Chanel, Inc., New York City, has developed a new soap to complement its line. Scented with gardenia, this item is attractively wrapped in a white box with black trimmings. A window cut into the box gives a glimpse of the soap you are buying and shows the words, “Bath Chanel Soap,” as may be seen from the illustration below. This particular package containing one cake is for the bath size only. Another package containing twelve cakes is the guest size.

At the right of the photograph is shown a package containing the hand size in the almond odor, which has been so popular with Chanel. The soap is of the same exquisite quality that marks all of the Chanel group.



Zanol's New Products and Packages

THE Zanol Products Co., Cincinnati, Ohio, formerly the American Products Co., has added to its products the "Faith Avery" complete treatment line, as well as many other miscellaneous items. To present this new treatment a most attractive introductory package has been developed consisting of a generous jar of cleansing cream, contour cream, skin tonic, powder base, face powder, cleansing tissues and cotton diamonds; all the necessary items for a full treatment at home. The cleansing cream, the company states, is a liquefying cream that melts at body temperature; the powder base is also a foundation cream in a semi-liquid form. Other items of the line are the "Faith Avery" special astringent, contour cream, anti-wrinkle cream, pore refiner, medicated acne lotion, bleach and freckle cream, fluid face powder, bath salts, and others.

These products are all attractively and uniformly packaged in three shades of sunflower yellow. The metal caps are crystal finished and, as may be seen from the illustration at the lower left, are effected with futuristic line designs causing a radiant glow.

The "Faith Avery" line boasts of four perfume odors. "Flirtation" a light spicy oriental odor is packaged in an unique and artistic crystal bottle; "Autumn Gold," a heavy floral odor, is contained in a more regular and classical bottle; "Youth Triumphant," a fresh floral odor; and "Dreams of Delight," an oriental odor.

The "Dream Girl" products, which have been among the most flavored, have been redressed in packages featuring three shades of green. These products are depicted in the lower right of the illustration and show the effective three leaf design. Especially useful as well as attractive is the metal container for the bath powder; the metal making it possible to

keep the powder in the bathroom without fear of moisture creeping in.

The toilet water and perfume of this line has also been repackaged in bottles of a similar na-

ture; the toilet water, of course, being in a larger size. Completing the line are the new compacts, both single and double and the lipstick, effected in gold and green decorations.

The "La Bara" cold cream vanishing line has been one of the company's leading sellers since its inception twenty five years ago. These products are the same as formerly but have been prepared in a new garb, consisting of milky white jars, with three petals moulded in relief and capped with black plastic covers. The lotion bottles express the same petal design in their crystal-like glass, and they, too, have the shining black caps. Labels are in three shades of lavender and orchid. The creams are packed in three sizes, lotions in two. The other items of the "La Bara" line, including the peroxide cream, witch hazel astringent cream, lemon cream, skin freshener, liquid protection cream, sweet almond hand lotion and the face powder have all been similarly redressed. The three perfumes, lily of the valley, lilac and white rose, have also been repackaged in modernistic but simple line bottles with the characteristic black tops.

"La Bara" soaps are a very attractive and logical addition to the line. They are developed in four different odors in distinguishing colors, green for the chypre, pink for the rose, lavender for the violet and the yellow cake for the jasmine. The guest size cake is packaged eight to the box.

The numerous other items of the Zanol company have also been redressed. The men's line has been developed in attractive containers featured in a green, silver and black can. The home remedies have come in for their share of new dress and are attractively presented.

Each line is effected in a package distinctive of itself but is tied up in some manner, either as to color, or bottle and jar design to impress the buyer with "Zanol" product. The company is to be congratulated upon them.



Proposed Federal Drug Amendments

Bills in Congress to Cover Slack-Filling, Legalization of Department Standards, Control of Advertising and Distinctive Names of Products

WASHINGTON, Jan. 7.—Four amendments to the Pure Food and Drugs Act will be placed before Congress during the present session, if the plans of the Department of Pure Food and Drugs of the Department of Agriculture completely materialize, it was learned in a survey of this type of legislation.

The amendments that have been proposed follow:

1. The slack-fill bill, presented by the Department.
2. Legalization of Department standards, presented by Senator Copeland.
3. Advertising control bill, presented by the Department.
4. Distinctive names bill, presented by the Department.

Two of these amendments are new and two have been presented but have failed of passage in past sessions.

Slack-Filled Packages

The Department of Food and Drugs thrice has presented a bill to regulate slack-filled packages, and eliminate the deceptive appearance of certain types of packages and bottles used for several types of food products.

The most common variety of so-called slackfill package is the panel bottle, used for flavoring extracts, the Department maintains, pointing out that in extreme cases this bottle has been refined to the point where only a space slightly thicker than a piece of writing paper separated the walls of the interior, although the bottle appeared to be standard on the outside.

The Department's contention is that the consumer knows little or nothing about actual content—that the housewife buys flavoring on the basis of gauging the contents of a bottle by its size and does not read the small type designating the amount of fluid content, and, finally, that the average retail buyer has no conception of quantity as expressed in ounces.

Consequently, the Department maintains that alleged deceptive appearance of the bottles used by some manufacturers of flavoring extracts should be made illegal. Although passed by the House of Representatives each time it has been presented and finally turned down by the Senate in each instance, more hope is held for it at this session as initial consideration of it has been obtained in the Senate Committee on Agriculture and Forestry.

Legalization of Standards

The second bill, on legalization of Department standards, has been introduced in the Senate for the second time by Senator Copeland, it having died at the last session of Congress. It, too, was originated by the Department, which maintains that it is impossible to regulate standards of products under the present "advisory capacity" in which it operates in this matter.

To advise a standard, but not to have the power to enforce it, officials of the Department maintain, not only permits much irregularity of quality, but also makes legal procedure to correct faults almost impossible due to the expense involved through the necessity for individual prosecutions.

Congress itself set a precedent in legal standards some years ago when it passed a law specifying that butter should contain at least 80 per cent of pure butter fat. Under that law, the Department has arbitrary control over the manufacture of butter and can enforce it by Departmental fiat without recourse to prosecution. The same authority over canned goods was added during the last session of Congress when the McNary-Mapes bill was passed.

The authority exercised under these two bills is sought so that all food and drugs now under the advisory administration of the Department would be put on a

legalized standard basis.

The third proposed amendment, a new one in food and drugs legislation, dovetails into the two previous ones, and has been termed necessary to wipe out the "joke" acts of the pure foods and drugs law, by W. G. Campbell, director of regulatory work of the Department of Agriculture.

Distinctive Name Measure

This bill is designed to clarify the meaning of the "distinctive names" paragraph in Regulation 18 (Section 8), which states, "The expression, 'own distinctive name,' means a name that is purely arbitrary and fanciful" and is continued in Regulation 19 (Section 8), where it is stated that "mixtures or compounds with distinctive names shall not be imitations of other articles." The purpose of this ruling is to protect manufacturers from imitations of their product under a similar but "distinctive name," and to force the use



of the word "imitation" on such articles for the protection of the public.

The Food and Drug Administration recommends immediate repeal of that portion of the proviso just quoted, which it is held appears to offer a means of exempting mixtures, compounds and blends from the general prohibition of the law against adulteration and misbranding.

Wants Control of Advertising

The fourth amendment—the advertising control bill—would place under the jurisdiction of the Department not only the wording on labels, but the claims and promises of all forms of advertising matter affecting foods and drugs.

This suggested amendment is conceded to be more of an ideal than a contemplated fact, because of the great amount of work and the expense accompanying the carrying out of its provision. Under it, the Department would have to be equipped to supervise millions of lines of advertising, an admitted impossibility with the present personnel of the Department and the ordinary appropriations.

A beginning has been made in this form of work, however, through persuasion alone, the Department claims, pointing to a "toning down" of claims which it said were made in the initial days of radio broadcasting.

Plans for Packaging Exposition

Every principal type of package and container including, theft proof, waterproof and airtight packages, packages of paper, glass, wood, metal, plastic and cellophane, together with a variety of packaging, packing and shipping materials and methods which have an important application to modern distribution will be displayed at the second Packaging, Packing and Shipping Exposition to be held at the Palmer House, Chicago, March 7-12 inclusive. The Exposition is sponsored by the American Management Association, and is being staged in connection with a week's conferences and clinics on production, packing and shipping, packaging and consumer marketing. Cartons, wrappers, bottles, tubes and boxes of all description will exemplify the vital importance of careful packaging in the business of today. Methods of packaging and shipping commodities from bath salts, and soaps to pipe tobacco and chewing gum will be featured.

Northwestern Druggists Meeting

Northwestern Druggists will hold their annual convention this year at Cedar Rapids, Iowa, February 16 to 20. Sessions will be held in the magnificent Memorial Hall in that city and it is expected that over 100 manufacturers, many of them in the cosmetic field will exhibit. This annual affair which has come to be known as the "Great Northwestern Drug Show" will be attended by a large number of druggists from the Dakotas, Minnesota, Iowa and Nebraska. Among the toilet good houses to be represented will be the Ben Levy Co., Boston; Armand Co., Des Moines; Yardley & Co., Ltd., New York; Boyer Co., Chicago; Plough, Inc., Memphis, and many others.

Distribution of Toiletry Sales

WASHINGTON, Jan. 13.—Less than half of the products of perfume, cosmetics and other toilet preparation manufacturers are sold through wholesalers, it was demonstrated in a survey just completed and announced by the Bureau of the Census today. This survey, like all others, announced by the Bureau, dealt with the calendar year of 1929, but it was considered more indicative of present conditions than those dealing with prices and manufacturing statistics, as merchandising practices are believed to have been changed but little by the economic readjustments of 1930 and 1931.

An amount of manufactured products almost equal to those sold through wholesale houses are marketed direct through retailers, the survey showed, while more than 10 per cent of these products found their way into other channels, 6.8 per cent of the total being sold direct to consumers through mail solicitations or household canvassing.

In a study of 815 manufacturing plants, with combined total sales of \$193,441,000 for the year 1929, it was reported that \$86,862,000, or 44.9 per cent of the whole, were placed with wholesale dealers. A total of 170 manufacturers dealt exclusively with wholesalers, out of 490 who did some business in this orthodox manner.

Retailers, including beauty shops and barber shops, furnished a direct market for 43.1 per cent, or \$83,430,000, of the manufactures, these markets being utilized to some extent by 454 manufacturers and exclusively by 153.

Sales to household consumers, made generally by 202 manufacturers and exclusively by 47, accounted for \$13,128,000 of the manufacturers' sales, or 6.8 per cent, and further sales to industrial consumers account for 1.2 per cent of this business, these sales totalling \$2,215,000, and being made generally by 58 manufacturers and exclusively by 12.

Comparatively little business was done by manufacturers through their own wholesale or retail branches, it was shown. Their wholesale branches, utilized exclusively by 18 houses and partially by 50, accounted for 2.6 per cent of the total business, or \$5,114,000. Sales direct to retail branches were even smaller, being only 1.4 per cent, or \$2,692,000. Retail branches furnished the sole outlets for seven manufacturers and were used partially by 40.

A chart showing the percentages of goods distributed through various channels appears on the page opposite.

Plans now are being laid for another elaborate survey of the beauty shop and barber business, this time with the cooperation of the industry and along lines which are expected to give precisely that information most desired by these businesses and manufacturers catering to them.

Following conferences with Department of Commerce officials, Eugene C. Brockmeyer, Washington representative of the Beauty Shop and Barber Supply Manufacturers Association, has mailed inquiries to his clients asking for suggestions for questions to be included in a questionnaire to be mailed to beauty shops and barber shops throughout the country.

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON

DISTRIBUTION OF SALES 1929
OF THE
MANUFACTURING PLANTS IN THE PERFUME, COSMETIC, AND OTHER
TOILET PREPARATIONS INDUSTRY

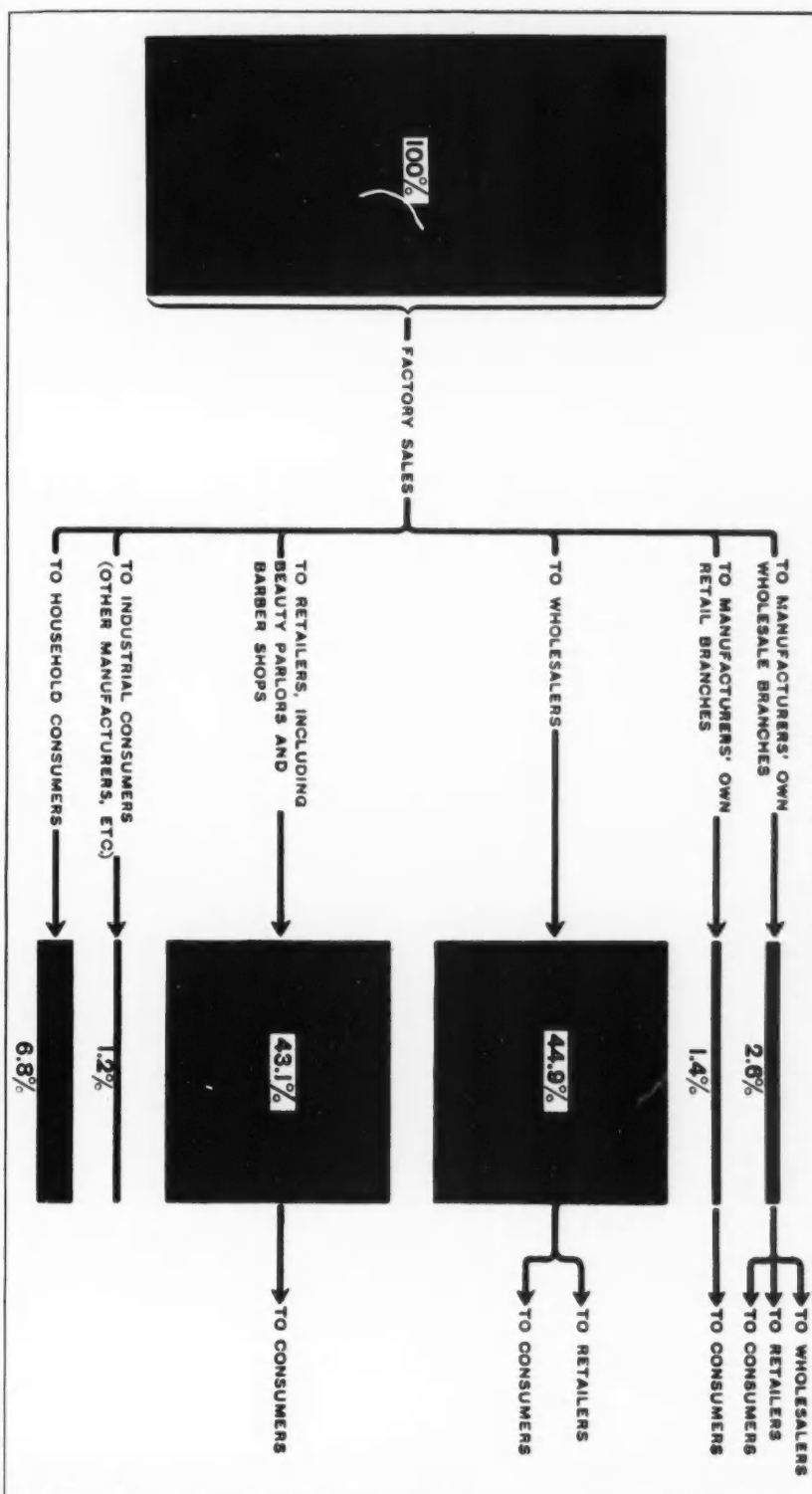


CHART SHOWING SALES DISTRIBUTION OF TOILET GOODS IN 1929

Taxation and Tariff in Congress

Framing of Tax Bills Now Being Considered

General Measure on Tariff Passed

by the House

WASHINGTON, Jan. 16.—The House of Representatives next week is expected to begin consideration of a tax program which, as presented by the Secretary of the Treasury, Andrew W. Mellon, does NOT contain any imposition on cosmetics except for the manner in which increased corporation income taxes would affect manufacturers of this type of products.

The tax measure of the Treasury was presented to the Ways and Means Committee of the House of Representatives during the past week. It did not include either so-called "luxury" taxes which would affect cosmetics or the sales tax program which had been anticipated in some quarters. Through its program the Treasury apparently planned to offset the shrinkage in revenues through automobile, tobacco and radio sales taxes, levies on checks and drafts and on telegraph, cable, wireless and radio messages.

It is understood that the sales and so-called luxury taxes were avoided in this program because of anticipated difficulty in administration of them.

However, it is well understood that this is not the end of agitation for such taxes.

There is considerable sentiment in the House among the Democratic majority and a Republican minority in favor of such levies, combined with the belief that additional taxes other than those outlined will be necessary to avoid further borrowings to overcome a deficit now roughly estimated for the current fiscal year ending next June 30 at \$2,000,000,000.

Should that opinion prevail in House action on the bill and the measure pass the Senate with that provision it is considered certain that the President would sign it rather than run the risk of a deadlock entailed in a veto.

Lying dormant in the Ways and Means Committee of the House, and as yet not considered, is a measure by Representative Fiorello La Guardia, of New York, aimed especially at cosmetics, a bill incidentally which is said to have higher proposed taxation involved than any of its type ever before invoked. Representative La Guardia has stated that he will press for consideration of his measure if the House fails to incorporate a sales tax provision in the regular tax bill. The La Guardia bill is reported to be favored also by Senator Bingham of Connecticut.

Representative La Guardia's bill proposes a 10 per cent levy on all sales of cosmetics and perfumes, compared with a reported previous high levy of 4 per cent. He estimated that the passing of such a measure would produce annual revenue of \$15,000,000, based on sales of cosmetics in 1929 of a total value of \$169,000,000 and making allowance for estimated shrinkage in business since the peak year of the inflation.

Such a tax is not new, although the rate would set

a new precedent. It was first adopted in 1898 in connection with financing of the Spanish-American War. That law was repealed a year or two later.

Again, during the World War, this tax was included among the various "luxury" war taxes. It again was repealed when peace came. In some quarters connected with the cosmetic industry the feeling has been guardedly expressed that this tax, if presented, may go through practically without opposition, due to the apparent disinclination of manufacturers to wage an active campaign against it, but in informed quarters it is felt even more strongly that the Congress would be slow to adopt what has been termed a "confiscatory" measure except as a last resort in the search for revenue.

During the past month the House also enacted a hasty tariff measure in keeping with the pledge of the Democrats to revise tariff laws should they gain control of that body. It was put through with only slightly more than a week's consideration and came out as the most general bill possible. This is yet to be acted upon by the Senate.

In well informed quarters the House tariff bill is considered little more than a mere formality as it conflicts in a primary manner with the ideas of the Administration.

The chief feature in the bill, aside from a pronouncement in favor of lower tariffs generally, is a stipulation that tariff changes by the United States Tariff Commission be made under the supervision and with the direct approval of Congress. This is in direct opposition to the Tariff Act of 1930, the Administration measure, which vested the power of changing individual rates, with the advice of the Tariff Commission in the hands of the President.

It is considered not unlikely that this measure also will pass the Senate, but it undoubtedly will encounter a Presidential veto. In that eventuality there is small likelihood of the sponsors of the measure being able to muster the necessary two-thirds vote either in the House or in the Senate to over-ride the veto. House Republicans generally and probably more than one-third of the Senate's total strength have set themselves against any measure without Administration approval.

The only significance attached to this tariff bill pending is the fact that in it is seen an indication of the legislation which may be expected if the Democrats win complete control in the Fall elections.

His Start

Lady of the House: "How did you come to get into the tramping habit?"

Ragged Rogers: "I got started, lady, when I became a golfer."—*The Kablegram.*

Trade Board Report on Essential Oils

THE committee on essential oils of the New York Board of Trade, Inc., Drug, Chemical and Allied Trades Section, under the chairmanship of F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York, has prepared its annual report which is printed in full below. This report was presented at the annual meeting of the section on January 19. With Mr. Watermeyer on the committee were J. B. Magnus, Magnus, Mabey & Reynard, Inc., F. W. Stichweh, James B. Horner, Inc., and Herman G. Weicker, Dodge & Olcott Co. The report read as follows:

"The fourteen month period which ended December 31st, 1930, had witnessed a price decline unprecedented in the history of the essential oil industry. As it brought the general price level below that existing any time during the preceding twenty years it was believed that the decline had run as far as it should and could go. The average loss on the principal oils during those fourteen months amounted to 24.9 per cent. However, the decline continued unchecked throughout 1931 and at the beginning of this year it was found that prices had shown a further decline of 22.7 per cent standing today below anything the essential oil industry a few years ago would have believed to be possible.

"It will be unnecessary to dwell on the causes as they are similar to those affecting our allied industries. There are so many contributing factors that this complex situation defies exact analysis. One year ago your Committee gave its opinion that restored confidence and the return to reasonably higher price levels would depend largely upon the establishment of stable economic conditions in the countries and districts where essential oils are produced and the events of the past year seem to have justified that opinion. This is clear from the fact that apart from the price question, distribution and consumption have not suffered too greatly here. Although precise figures are not available, it is the belief of your Committee, based on its own experience, that the actual tonnage distribution in the United States has not been less in 1931 than in 1930 or if less, not more than slightly so. Our own organization has handled during 1931 five per cent more orders than in the previous year. To some extent this may be attributed to the fact that consumers bought more often and in smaller quantities because of the constantly falling market, but, nevertheless, the tonnage held up remarkably well.

"On the other hand, consumption abroad has undoubtedly been much less, thereby creating a surplus of oils, and the effort to dispose of them in this market depressed prices further than the actual consumption in our country justified. Moreover, the urgent need of foreign producers for cash interjected into the situation an element of uncertainty and instability, making it difficult for importers here to arrange for their supplies with any degree of assurance as goods were frequently sacrificed without regard to cost.

"From the standpoint of the domestic importer and wholesaler an unfortunate result of the situation has been the disregard of standards built up by years of constructive work. This corollary of demoralization might have been expected to some degree but not so greatly as has been evident throughout this period.

The scramble to maintain sales volume and to offset losses through value shrinkage brought into the market some low quality goods which in normal times would not even have been offered. But the eager desire of some consumers to participate in the continually lower prices current during the most favorable buyers' market for years, caused such goods to move freely into consuming channels to the detriment of the standards of the industry. This factor alone may well have caused both the distributor and the buyer greater harm than the more tangible but less important shrinkage in the values themselves.

"A list comprising the forty-two essential oils responsible for more than 90 per cent of the annual tonnage, shows that thirty-six declined in price, four remaining stationary and two advanced. Although the average decline for 1931 was 22.7 per cent, the value of many shrunk much more than this percentage, some even more than 50 per cent. Twenty of the more important individual oils are at the lowest price level for twenty years; the data is incomplete on four and the remainder at some time during the twenty year period have sold below the price now existing, although in no case more than slightly below. Such lower prices were generally caused by an unusually large harvest or a marked falling off in demand for those particular oils.

"Your Committee considers it impossible to make any very definite statement on the prospects for 1932. There are possibilities of improvement. The consumption of essential oils in this country is great and increasing yearly although temporarily checked now. The very low prices existing have caused some large consumers with surplus cash to consider buying heavily, in some cases for two and three years ahead. They believe and correctly, in our opinion, that money so invested will yield worthwhile dividends when, as inevitably it must, the general market again moves upward and we are one year nearer that condition than we were a year ago. Shelves in some of the industries we serve are nearly bare, inventories low and even the normal day to day requirements will maintain demand on a reasonable basis for the present at least. It is doubtful if the decline can go much further in essential oils as too many items are already selling below cost of production, a situation which cannot long endure.

"It is increasingly evident that a complete return of confidence and an improvement to normal price levels in this country depend upon the ability of foreign sources of supply to maintain their prices on a basis of actual value of the goods. Conditions abroad will doubtless continue to be the determining factor for 1932."

Imported Perfume Materials Show Price Decline

First 10-month imports of duty-free perfume materials into the United States increased in volume to 8,994 pounds, 33 per cent over the same period in 1930, but their value dropped over half, to \$350,804. Imported soaps, all dutiable, also dropped in price, their value was off 26 per cent against a decline in volume of 20 per cent. Total toiletry and soap imports reached \$2,557,018, 36 per cent less than in the first 10 months last year.

Committees of A. M. T. A.

PRESIDENT H. H. BERTRAM has appointed the following committees for the American Manufacturers of Toilet Articles. They will serve until the annual convention of the association:

Legislative

A. M. Spiehler, Adolph Spiehler, Inc., Rochester, N. Y., chairman; F. C. Adams, The Andrew Jergens Co.; C. M. Baker, Pond's Extract Co.; Glenn Haskell, U. S. Industrial Alcohol Co.; D. H. McConnell, California Perfume Co.; Daniel J. Mulster, Ferd. Muelhens, Inc.; Bert O'Leary, Kiefer-Stewart Co.; Northam Warren, Northam Warren Corp.; Luis de Hoyos, Synflour Scientific Laboratories.

Tariff

A. M. Spiehler, Adolph Spiehler, Inc., Rochester, N. Y., chairman; Walter B. Swindell, Jr., Swindell Brothers; P. R. Dreyer, P. R. Dreyer, Inc.; J. A. Handy, Larkin Co Inc.; Glenn Haskell, U. S. Industrial Alcohol Co.; E. B. Hurlburt, J. B. Williams Co.; Dr. Martin H. Ittner, Colgate-Palmolive-Peet Co.; Edward V. Killeen, George Lueders & Co.; Dr. E. C. Kunz, Givaudan-Delawanna, Inc.; G. A. Pfeiffer, Richard Hudnut; P. Schulze-Berge, Jr., Heine & Co.; R. B. Stoddard, van Ameringen-Haebler, Inc.; Herman G. Weicker, Dodge & Olcott Co.; C. S. Welch.

Domestic Production of Floral Products

G. A. Pfeiffer, Richard Hudnut, New York City, chairman; C. E. Ising, The C. E. Ising Corp.; Dr. Martin H. Ittner, Colgate-Palmolive-Peet Co.; Paul M. Todd, A. M. Todd Co.; Dr. R. S. Swinton, W. J. Bush & Co.; F. E. Watermeyer, Fritzsche Brothers, Inc.

Research Department

J. A. Handy, Larkin Co Inc., Buffalo, N. Y., chairman; Col. Marston T. Bogert, Columbia University; Dr. David Davidson, Columbia University.

Membership

Thomas J. Lewis, Elizabeth Arden, Inc., New York City, chairman; A. H. Bergmann, Oxzyn Co.; Richard M. Krause; Fred L. Butz, Waterbury Paper Box Co.; Frank J. Lynch; Edmund Hoffman, Jr., American Can Co.; Herbert H. Boscowitz, F. N. Burt Co., Ltd.

Resolutions

W. L. Schultz, Lightfoot-Schultz Co., Hoboken, N. J., chairman; C. M. Baker, Pond's Extract Co.; Daniel J. Mulster, Ferd. Muelhens, Inc.; W. F. Denney, Jr., Denney & Denney.

Trade Practices

Abel I. Smith, New York City, chairman; D. H. McConnell, Jr., California Perfume Co.; Northam Warren, Northam Warren Corp.; C. S. Welch.

Convention Entertainment

Frank J. Lynch, Maplewood, N. J., chairman; L. R. Root, Scovill Mfg. Co.; Charles Kelly, Hagerty Bros. & Co.; Karl Voss, Karl Voss Corp.; Dr. Wm. T. Haebler, van Ameringen-Haebler, Inc.; Robert Kelly, John

Powell & Co., Inc.; Everett W. King, Lorscheider-Schang Co.; A. C. Burgund, Carr-Lowrey Glass Co.; W. C. Young, Swindell Brothers; Louis Spencer Levy, Perfumer Publishing Co.; W. E. Klass, Consolidated Safety Pin Co.; Sewell H. Corkran, A. H. Wirz, Inc.; Fred Lueders, George Lueders & Co.; Frederick J. Pope, Pope Publishing Co.; Walter Murray, Continental Can Co.

Finance

Daniel J. Mulster, Ferd. Muelhens, Inc., New York City, chairman; C. M. Baker, Pond's Extract Co.; W. L. Schultz, Lightfoot-Schultz Co.

Transportation

J. E. Wilson, Larkin Co Inc., Buffalo, N. Y., chairman; L. D. Snow, Lever Bros. Co.; C. D. Dooley, Colgate-Palmolive-Peet Co.

Imports

Edward V. Killeen, George Lueders & Co., New York City, chairman.

Trade Marks, Patents, Etc.

A. D. Henderson, California Perfume Co.; Herbert H. Boscowitz, F. N. Burt Co., Ltd.; C. Leonard Pfeiffer, Richard Hudnut; Richard M. Krause.

Odorgraphia

Louis Spencer Levy, Perfumer Publishing Co., New York City, chairman; Dr. Curt P. Wimmer, College of Pharmacy; Dr. F. D. Dodge, Dodge & Olcott Co.; Dr. F. J. Austin, Richard Hudnut; Dr. Ernest S. Guenther, Fritzsche Brothers, Inc.; J. A. Handy, Larkin Co Inc.; Dr. Paul G. I. Lauffer, Pinaud, Inc.; Dr. R. S. Swinton, W. J. Bush & Co., Inc.; A. H. Ingalls, Colgate-Palmolive-Peet Co.; C. V. Smith, van Ameringen-Haebler, Inc.; Dr. M. Szamatolski, Givaudan-Delawanna, Inc.

Showing of Foreign Packages

The first international exhibit of modern packaging and materials to be held in New York and possibly in the world opened January 18, as a section of the exhibition of modern packaging arranged by George Switzer, New York and Paris designer, in his studio at 210 Madison avenue, New York City.

Five hundred and eighty-seven packages and materials carefully selected from the best packaging in eighteen countries of Europe, the Orient and North and South America comprise one-third of this exhibition.

Featuring the exhibit is a section called the ABC of Packaging, showing how old essentials can be done better in new ways. Many unusual and striking models are shown for the first time. Among them are illustrations of eight fundamental innovations in packaging.

An auxiliary exhibit includes a collection of packages, posters and advertising pages by Alexey Brodovitch, famous Russian designer, who has influenced design all over Europe, and who now, as a resident of this country, is having a marked influence on the development of American design.

Geranium in the United States

Report of Cultural Experiments Conducted in Several Localities

by A. F. Sievers, M. S. Lowman and C. G. Marshall of the

Bureau of Plant Industry U. S. Dept. of Agriculture

THE possibility of growing, in this country, plants that yield raw materials for the perfume industry has always been an interesting subject and has attracted not only those who require such products in their business but also the layman, both man and woman, from urban as well as rural communities, who see in such an undertaking a means of making money and engaging in a pursuit which, in their judgment, should be not only profitable but interesting. The layman, however, has usually no conception of the peculiar nature of such crops and the special knowledge that is necessary not only regarding their culture but also regarding the processes by which they are converted into marketable products. Items that appear from time to time in the daily press and in agricultural weeklies have done much to stimulate this interest. Unfortunately, such items frequently contain much misinformation and rarely emphasize the very important economic factors that determine to a large extent the feasibility of such an undertaking. If

the mere fact that certain perfume-producing plants can be grown in this country were the only consideration, domestic commercial production of some of the important perfume raw products would no doubt have become a reality years ago. There are localities in this country where soil and climatic conditions are quite favorable for this purpose but the necessity of competing with producers in foreign countries where production costs are invariably much lower have always been a very serious obstacle. This fact is often overlooked by writers of popular articles on this subject when they call attention to the wealth of flowers in some sections or the tropical climate of south Florida and urge the public to establish this industry.

The matter has, on the other hand, been given serious thought by American manufacturers of those preparations in which floral products are an important part. The almost complete dependence of such manufacturers on foreign sources of supplies and the frequent serious interference with such sources through fluctuations in production has naturally led to the ap-

preciation of the advantages of a thorough investigation of the subject.

The Division of Drug and Related Plants of the Bureau of Plant Industry, U. S. Department of Agriculture, has for many years been experimenting on the culture of aromatic plants, including some that yield oils used in perfume and toilet articles. These experiments have been mostly on a small scale with the purpose of learning something about the cultural requirements of the plants and the quantity and quality of the oils produced under prevailing conditions. In 1923 the Association of American Manufacturers of Toilet Articles took active measures to promote and

encourage such investigations by the Department through their Committee on Raw Products and made available to the Department a special fund to be used in meeting a part of the cost of an enlarged program of investigation of the possibilities of several of the important perfume plants in this country, including rose geranium, lavender and roses. It is the purpose

of the writers to make available in this paper the results of the studies up to the present time on one species of rose geranium (*Pelargonium odoratissimum*). At a later date reports on the other plants mentioned will be published.

Experiments in Florida

Some of the earlier experiments on rose geranium in Florida were made at Orlando and a full report on these, by G. A. Russell, has already been published.¹ It may be well at this point to summarize the principal facts recorded in Mr. Russell's report as follows: (1) all the experiments were conducted with *Pelargonium odoratissimum*; (2) the plants can be successfully propagated from cuttings set directly in the field in sandy soil in midwinter after a rain; (3) frost destroys many of the small plants and older plants



FIG. 1.—ROSE GERANIUMS AT MT. DORA, FLORIDA, PHOTOGRAPHED ON AUGUST 20, 1929. THE PLANTS WERE SET OUT EARLY IN MARCH.

¹ Rose Geranium: The results of experiments on its culture in Florida. Journ. Amer. Pharm. Assoc., Vol. X, 1921, pp. 19-26. (Mr. Russell was, until January 1, 1925, in charge of the investigations of volatile oil plants in the Division of Drugs and Related Plants.)



FIG. 2.—ROSE GERANIUMS AT MT. DORA, FLORIDA, IN MAY, 1930. THE PLOT WAS CUT IN OCTOBER 1929. THIS INDICATES THE WINTER'S GROWTH.

will freeze to the ground but will make new growth; (4) the plants will survive much drought and wet weather but require rapid and thorough drainage; (5) frequent cultivation is required because the plants will not thrive in competition with weeds; (6) fertilizers, especially those with high nitrogen content, greatly stimulate growth but have no noticeable effect on the percentage yield of oil; (7) harvesting by hand is slow and expensive and the use of suitable machinery is considered necessary; (8) distillation with steam presents no special problem; no loss of oil was noted when the herb was dried previous to distilling; (9) the highest yield of oil (0.109%) was obtained from leafy herb harvested following dry weather early in September. The lowest yield (0.035%) was obtained after a rainy period late in August from woody material; (10) the highest yield of herb per acre was 16,720 pounds from which 9.33 pounds of oil was distilled; the lowest yield of 1.95 pounds of oil was obtained from 2,435 pounds of herb; (11) the possibility of securing a larger total quantity of oil by harvesting the crop twice a year is suggested; (12) the yield of oil under the conditions of the experiment is not sufficient to warrant the cultivation of rose geranium as a money crop.

The two-acre experimental field of rose geranium from which the foregoing information was obtained

was abandoned in the winter of 1919-1920 and received no further attention. When the cooperative agreement with the Association already referred to was entered into early in 1924 enough plants remained in the abandoned field to furnish 5,000 cuttings. This in itself indicates that the rose geranium can survive reasonably well under adverse conditions although it may not be thrifty under such circumstances. The cuttings were set out in a field near Mt. Dora in Lake County, Florida, and together with other volatile-oil plants were placed under the care of a collaborator, who unfortunately could not give them the required attention. In the winter of 1925 new cuttings were made which were rooted in a bed and later transferred to a new field about a quarter of an acre in extent. The spring season was very dry

and since no water was available on the premises the planting was a complete failure. In the spring of 1928 a new collaborator was appointed who set out a small area on the premises he occupies as tenant. This planting was well cared for and furnished material for cuttings early in 1929 which, together with some sent from Washington, was sufficient to set out .39 of an acre in a young citrus grove, the plants being set 2 feet apart in rows 3 feet apart. These became well established and were harvested and distilled late in October. In June 1930 the second crop was cut and distilled. Figures 1 and 2 show the general condition of the plants in August 1929 and May 1930. By November the plants had again reached a stage favorable for cutting but before this could be arranged the severe cold late in the month destroyed most of the growth. The dead parts were removed and new growth appeared shortly thereafter but the cool weather that prevailed in Florida during the winter prevented very rapid growth. The results of the two harvests and distillations are given in Table 1.

The data tabulated in Table 1 indicate the possibility of two crops a year but much would depend on the weather conditions. If the plants are cut back by frost the amount obtainable in June will be greatly reduced. Abnormal rainfall, either in quantity or in seasonal distribution, would also be disturbing factors.

Table 1 - Results of the distillation of rose geranium at Mount Dora, Florida, in October, 1929, and June, 1930

Date	Area harvested	Amount of herb	Amount of oil obtained	Yield of oil	Calculated yield per acre	Condition of herb
	Acre	Pounds	Pounds	Per cent	Herb : Oil	
Oct., 1929	0.37	3650	2.86	0.078	9865 : 7.7	Stems large and woody; many of lower leaves shed
June, 1930	0.39	2377	2.38	0.10	6151 : 6.1	Material less woody

On the other hand, it should be possible to increase the yield fully 25 per cent by closer spacing of the plants. From figure 1 it is readily seen that the plants could advantageously be set closer in the row. Furthermore, in this field the rows were not carefully laid off at 3 feet, there being in some places considerably more space between them. Closer spacing has a further advantage in that it conserves moisture and induces bushy growth rather than the development of long woody stems. Fertilizers are necessary on most Florida soil and since the plant responds promptly to their use a moderate application after each crop is recommended. Sufficient information is not yet at hand to permit any conclusions regarding the best kind of fertilizer to use but it should without doubt contain a considerable amount of nitrogen. Fertilizers may not materially affect the percentage yield of oil but a larger tonnage of herb with a satisfactory oil content can no doubt be obtained through their use.

Experiments in Texas

The lower Rio Grande Valley of Texas has frequently been suggested as a logical place for growing perfumery plants that require tropical or semi-tropical conditions. The soil is fertile and fine fruits and vegetables are grown there. A number of small test plantings of rose geranium at Harlingen and Raymondville indicated that the plant would make a good growth under normal conditions in those localities. Accordingly arrangements were made with a farmer near Benito to grow about half an acre in order that some information on oil yield might be obtained. Some cuttings were shipped from Washington and these it was expected would later furnish ample propagating material to set out the desired area. However, in December 1929 the plants were badly damaged by cold weather and a month later were completely destroyed by a second cold wave. Since that time no further attempts have been made in that locality. Freezing temperatures are encountered occasionally in southern Texas and since these will invariably destroy the geranium, or at least freeze it to the ground, it was decided to discontinue the experiments in that locality.

(To Be Continued)

Convicted of Counterfeiting

Samuel Germain, found guilty in Special Sessions Court November 13 of charges brought by Coty, Inc., that he had sold spurious Coty perfume in counterfeit bottles and wrappings, was given a suspended sentence by Justices Kernochan, Bale and Gressner on November 30.

The evidence revealed that a Coty investigator had purchased from the defendant a bottle of perfume purported to be Coty's—and which, to the untrained eye, gave the outward appearance of being Coty's. Analysis of the perfume purchased by Coty proved that the perfume was not Coty perfume, but a very inferior imitation. The defendant had not only sold this perfume on the basis of the Coty reputation for quality and integrity, but had even gone so far as to return to Coty for credit a number of such spurious bottles of Coty perfume.

Foragers Honor F. J. Pope

ON January 9 The Foragers held their 34th annual dinner at the Hotel New Yorker, New York City. A large and enthusiastic gathering was present, and after an excellent dinner President Frank Graham, a member of the DeVilbiss Co. organization, introduced a limited number of speakers and also presented numerous entertainment features of the usual high character.

The dinner itself was given as a tribute to Frederick J. Pope, founder and publisher of *Toilet Requisites*, who for many years has been a member of the organization and whose active work and support has done much to advance its interests.

An interesting feature was the fact that four of the original thirteen members of the organization were present at the dinner.



C.B.S.

F. J. POPE

They were Sumner W. (Jack) Lothrop, retired member of the sales organization of V. Vivaudou, Inc., Harry E. Horton of the American Hard Rubber Co., Oscar C. Niedenstein, for twenty-six years secretary and treasurer of the organization, and George A. Fuller of Pinaud, Inc. Another speaker was the Hon. William Messersmith, justice of Peace of Larchmont, N. Y., and short

talks were also made by Adam Treu, formerly buyer of toilet goods and merchandise manager of R. H. Macy & Co., Martin F. Schultes, vice-president and New York representative of Hewitt Brothers Soap Co., and Louis Spencer Levy.

The menu was attractively designed, the cover being a facsimile of the cover of the first issue of *Toilet Requisites* published sixteen years ago, and also contained an excellent picture of Mr. Pope with a caption, "Dedicated to our good old friend, Fred Pope."

State Board of Pharmacy Prepares Syllabus

A new syllabus for the required three-year course in New York State colleges of pharmacy was approved at sessions of the State Board of Pharmacy, a part of the State Education Department and the New York State Pharmacy Council, which ended January 13 at Columbia University. The reorganized syllabus for the degree of graduate in pharmacy, it was said, will insure uniformity of courses and will modernize them.

The Council also laid the foundation for an optional four-year university course, syllabus including cultural subjects for degree of Bachelor of Science in Pharmacy and appointed a committee to complete the syllabus. Final approval will be determined at a meeting later this year, probably in June.

No action was taken on the four-year required course being prepared by the National Pharmaceutical Syllabus Committee. The Council did not consider a four-year required course justified as yet.

Editorials

The American Perfumer and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Vol. XXVI. No. 11

January, 1932

We Enter a New Year

THE New Year's Eve throngs in New York and other great cities greeted 1932 with the greatest demonstration ever given the birth of a new year. Cynics professed to see in this demonstration only a great joy and relief that 1931 was no more, but we believe it represented more than gratitude at the closing of a trying period and indicated a rebirth of confidence and a feeling of optimism for 1932. He would be a brave man indeed who at this moment would make definite predictions regarding the course of affairs during the coming twelve months. Nor are such predictions necessary. However, a survey of the year which has ended and a study of the lessons which it has presented should occupy a definite place in the first weeks of the present year. Trying years always teach us more than do the easy ones.

The opening pages of this issue are devoted to a survey of conditions at the outset of a new year. One of our leading economists contributes an article. Correspondents of this journal in all parts of the country have secured and sent us brief surveys of sentiment in their respective territories. A limited number of the industry's recognized leaders have favored us with their views of conditions and their ideas of the future. This survey, we feel, will be of interest and real value to the industry and we urge all of our readers to study the facts and opinions presented and to adapt them to their own particular problems.

At the same time, we feel that some summary of these opinions and possibly some observations of our own on the lessons of the recent unfavorable period may also be helpful. We shall make no attempt to forecast conditions as they may be dur-

ing 1932 but shall limit our discussion to a brief summary and study of a limited number of the lessons which have been or might have been learned from the depression as it affected our particular industry.

At the outset, there is no use attempting to gain-say that the last two years have constituted a difficult and trying period for manufacturers of toilet preparations. They have been faced with the same depressing factors which have interfered with the normal course of general business such as decreased purchasing power of the public, restricted credits and difficult collections, a surplus of merchandise, a decline in export trade, and in addition some peculiar problems of their own such as the possibility of so-called "luxury taxes" on their products, a shift in distributive methods, an orgy of price cutting by retailers and many others.

These have been offset in no small measure by certain favorable influences all of which have not been shared by business enterprises in general. Lowered prices on raw materials have permitted reductions in costs and in selling prices. Volume of business, measured in pounds, has held up remarkably well indicating that toilet goods are now definitely in the class of necessities rather than of luxuries as some of our legislators seem to think. In addition, it may be pointed out that despite the large number of commercial failures in all lines of business during the last year, the toilet preparations industry has had relatively few and none of the important houses in the line have been in serious difficulties. That the industry as a whole is on a generally sound basis may be deduced from these facts.

The depression has not been without benefit to manufacturers of toilet preparations when considered in its broader aspects. If nothing else has been accomplished, it has brought forcibly to the attention of the industry certain economic facts either unappreciated or disregarded in easier times. The industry, for example, has always talked of costs and worked on them in more or less desultory fashion. Lower incomes have brought home to the manufacturer the necessity of strict accounting and careful economy, not only in manufacturing costs, but also in those relating to sales and distribution.

Another lesson which has been learned is that toilet preparations are not exempt from the principle of value for the money. General purchases, even in boom times, have always been conducted in line with this idea but manufacturers in our field have failed to realize the fact. Now it has been brought to their attention forcibly and they have

OUR ADVERTISERS

SAGAMOR METAL GOODS CORP.

New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
432 Fourth Ave., New York City.

GENTLEMEN:

Our advertising in THE PERFUMER has been very satisfactory for a number of years.

During the prevailing slump we have been running to capacity for many weeks.

We feel that much of the credit for our success can be attributed to our advertising in your paper.

Yours truly,

SAGAMOR METAL GOODS CORPORATION,
GEO. GUSOFF.

profited by it as is evidenced by the trend toward reasonably priced lines of quality merchandise and an advertising appeal based upon sound reasoning.

The necessity for continued advertising is also more strongly realized now than ever before. The quite natural tendency toward economy brought a consideration of curtailment in advertising on the part of many in the industry; but a study of the facts revealed that for advertising there is no adequate substitute. Shifts in copy emphasis, in the style and character of individual advertisements and campaigns, and in the selection of mediums, there have been, but in few instances have appropriations for publicity been decreased and in many they have been considerably increased.

Some of the patent lessons of the general depression the toilet preparations industry has been slow in realizing. Certain facts have come to light and certain practices have appeared which might have been—indeed, should have been—turned to good account by the industry, but of which no advantage has been taken.

Foremost among these, possibly, is the matter of closer co-operation and better contact among the companies manufacturing toilet preparations and allied lines. Slack business has brought out sharply the need of many things which can be secured only through close co-operative action. Planning for the industry, an adequate body of statistics, uniform methods of accounting, co-operation on counterfeiting, substitution and many other matters, all await some sign of activity on the part of the manufacturers. Never before has the need for joint action been so great. Fortunately, there is evidence that leaders in the industry are beginning to appreciate the fact and there is definite hope that 1932 will see the scope of co-operative activity greatly widened.

The problem of price maintenance has become more acute during the last two years than ever before. Most manufacturers pay at least lip service to the cause and all of them "cuss" the price

cutter; but what has actually been done? The best evidence of inaction, not to say indifference, is the recent report of the Federal Trade Commission to Congress showing only an insignificant proportion of manufacturers really actively concerned about the matter. How long will it take to learn this lesson?

Of almost equal importance is the matter of the useless multiplication of items in the field. Even at a time when new lines can be launched only after the most careful study and planning, this industry has continued to rush ahead with literally hundreds of products, either duplicating similar items already on the market or given to a public interested in new materials only when assured of adequate value or sound scientific reason. Many of these have "not gone over" and for good reason. Surely it is not too much to hope that this situation may be corrected.

This tendency has not been confined entirely to products. Re-packaging has become a vogue. With its general idea, we are in cordial sympathy, but we cannot praise the results accomplished in many instances. Packages have a real value as containers and they also bear a close relationship to sales. Too little study has been given this relation although trying times should have forced it upon everyone's notice.

There has never been a time when a careful study of retail and wholesale outlets for goods has needed as careful consideration as during the last year. How many real facts regarding the various types of outlets have been accumulated? How much careful thought and planning has been done? Have we not rather followed old lines or rushed into new ones without considering the ultimate effect upon the industry or even upon our own particular enterprise?

As we have pointed out recently, quiet business and unfavorable conditions have brought more forcefully to the industry's attention the terrific wastes of uneconomic methods of distribution. They have also, as was pointed out, afforded the opportunity for correcting these methods readily and with less wrench to established business than in more normal times. We have awaited action on some of the indefensible methods used by the manufacturer to insure the sale of his goods at a tremendous cost—and we are still waiting!

These are some of the lessons which might have been learned. We hope that some light upon them may appear during the coming year so that the toilet preparations industry will be among the first to take advantage of the upturn in business to which we are all looking forward.

We introduced this study with the statement that we should make no prediction, but we cannot refrain in closing to say that despite some difficulties still to be overcome and some preparation still to be made, the industry as a whole is on a sound basis and well equipped to make further progress. Recently, there have been some favorable indications with regard to general business and these, despite the continuance of pessimism in many quar-

ters, should not be overlooked. There is promise that the worst of the unfavorable period is past and that a turn for the better is approaching. Those who will profit by the anticipated upturn will be those who are equipped to take advantage of it, who have their problems and difficulties well in hand, and have the courage and initiative to solve them.

A carefully planned program, intensive study, hard work, consistent and appropriate advertising, together with a firm belief in the future of the country, the industry, and each particular enterprise will make 1932 much better than you think. We congratulate you on what you accomplished in 1931 and urge you to "Go To It!"

"—And Many of Them!"

IT would be impossible for us personally to acknowledge the many greetings and expressions of good-will which reached us during the Holiday season. Even to list those who remembered us with telegrams, cablegrams, cards, calendars and other expressions of friendliness would place a severe tax upon our space limitations. Accordingly we take this means of acknowledging these many kindly expressions of good-will and of assuring their senders that they are heartily appreciated and reciprocated.

Magnus Again Heads Drug Section

At the annual meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., held at the Drug and Chemical Club January 19, P. C. Magnus, president of Magnus, Mabee & Reynard, Inc., was re-elected chairman. Other officers were also re-elected but A. A. Teeter of Chas. Pfizer & Co., replaced Edward Zink, and Victor E. Williams of Monsanto Chemical Works replaced H. J. Schnell on the executive committee. Chairman Magnus, in an excellent address reviewed the work of the association during the last year and other officers and committees reported. The report on essential oils by F. E. Watermeyer, president of Fritzsche Brothers, Inc., and his committee is printed in full on another page of this issue.

Tax Bill in Mississippi

A tax measure placing a levy of one per cent on all sales of personal property with a few negligible exceptions has been introduced in the Mississippi Legislature. This would place the tax on sales by manufacturers, wholesalers and retailers and would in many instances result in multiple taxation. Steps have been taken to oppose the bill on behalf of the makers of toilet preparations.

Recamier vs. Ayer Being Tried

The trade mark suit brought by Recamier Manufacturing Co., Inc., against Harriet Hubbard Ayer, Inc., both of New York, went to trial in Federal District Court January 19, before U. S. District Judge Robert P. Patterson. Testimony in the case was not completed at the time of our going to press.

Northam Warren Files Appeal in F. T. C. Decision Matter

An order of the Federal Trade Commission relative to the use of testimonials in the advertising of Northam Warren Corp., manufacturer of toilet articles and preparations, is being taken on appeal to the United States Circuit Court of Appeals.

The corporation points out in its appeal that the advertising statements are true statements. The commission's special attorney said, in his brief: "and it must be conceded that the testimonials truthfully and accurately set forth the opinions of their several authors as to the quality and efficiency of said products." Mrs. Howard Chandler Christy, the only endorser examined by the commission at its hearing upon the facts, testified: "I have used it ('Cutex') over a period of four or five years." Mrs. Christy swore at the hearing that her testimonial was voluntary and that she had sought the opportunity to give it. She testified that she had used all the "Cutex" preparations and had never found anything she liked as much.

A brief submitted to the commission counsel for Northam Warren Corp. pointed out that the name of a living person cannot lawfully be used in advertising without that person's permission. Counsel continued: "Payment is made for the name, and it is established by the commission's own evidence that respondent did not purchase opinions, but rather the release of the person's right in his name."

Held in Alleged "Ambrosia" Imitation

Joseph Brueck of New York appeared before Magistrate Dreyer in New York Municipal Court, December 31, to answer to a complaint charging imitation of "Ambrosia." The complaint was brought by Hinze Ambrosia Co., of New York, and alleged that Mr. Brueck had offered retailers and jobbers "Lotion of Ambrosia Pore Cleanser," much underpriced, in violation of Section 2354 of the New York State Penal Code, covering offenses against trade marks. The defendant waived examination and was held for trial in Special Sessions. A civil suit against him has also been filed by the company. Trial of both actions is expected in the near future.

Pinaud Wins from Pierre Dumonde

The suit of Pinaud, Inc., New York, against Pierre Dumonde, Inc., Chicago, and A. L. Greenfield, has been closed in a complete victory for the plaintiff by the service on both defendants of an order of Federal Judge Mack sustaining the Pinaud patent on powder and cream jars having lids with a design consisting of raised concentric circles. The order not only upholds the validity of this patent (No. 80,389) but also enjoins defendants permanently from further infringement and orders each of them to account to Pinaud, Inc., for the profits and damages incurred through sales of infringing powder and cream jars embodying this patented design.

Helping the Retailer

Perfumers Profit By Using Trained Salesmen With Ideas

by Henry Frommes

Retail Merchandising Consultant

NEVER in the history of drug retailing has the retailer been in greater need of help and ideas than at the present time. Never has he been more willing and eager to use good ideas when he gets them.

He may want perfumery to sell but he also wants practical ideas as to how to sell it. He wants general ideas that will aid him in building up his business, keep his stock, books and align his financial status with present day requirements. Many suppliers have learned this and are profiting by it. Numerous manufacturers and importers of perfumery contacting retailers at intervals have found that if their men are helpful to the druggist, there is a big return in co-operation with counter selling and brand displays.

Time was when the average druggist had neither the ability to recognize good ideas nor the enterprise to use them. Just now he is fighting for his business life. Just now he has come to a full realization that good ideas, properly applied will make sales and that sales make profits. The friendly hand held out to him is clasped warmly. Lucky is the perfumer or wholesaler who has men able and willing to hold out the helping hand.

Some unusual experiences along this line have come to my attention recently. In one case, a perfumery concern armed its men with a set of practical suggestions and ideas of immense value to any druggist. Only certain of these ideas had to do with perfumery and cosmetic selling. The rest were general in nature.

The ideas in question were simple in the extreme. They cost little money to put into effect. Most of them had been gathered in the course of calling upon other progressive retailers.

These suggestions were given to retailers with full explanations. The salesmen even aided the dealers in putting them into effect. The reaction was instant and direct. A high degree of co-operation was the reward. The brand these salesmen were selling got prominent display at once. Active selling at the counter followed.

What Kind of Ideas?

There is a wide range of suggestions and helps that it is

possible for the willing and experienced salesman to pass on.

1. Window display ideas and plans.
2. Counter and case arrangements.
3. Ticketing and signs, style and arrangement.
4. Combination sales, etc.
5. Economical store arrangement.
6. Stock arrangement.
7. Fixture design.
8. Accounting and store system ideas.
9. Selling methods.

These are only a few general classifications.

No salesman can call regularly on retailers without seeing, nearly every day, good ideas that will work equally well elsewhere. He makes a note of such and takes them on to the next fellow and the next. Thus, he has ideas which have stood the test. He is not giving his customer a lot of theory.

"Jones," says the salesman, "Smith over on the other side of town doubled his sales on our goods by a special counter setup. It cost him only a dollar. I'll show you what he did and how he did it. Look here—"

What dealer will refuse to listen to that?

The following conversation was overheard recently in one store.

Salesman: How's your stock, Hopkins?



AN ATTRACTIVE WINDOW BY DEERIE

Dealer: I've added B— brand. I won't need anything just now.

Salesman: How come?

Dealer: Well, their salesman certainly is a live wire. See that window trim out there? He suggested that and what's more he set it up for me with his own hands. I'm going to get behind his line right now!

Change in Attitude

While a large percentage of retailers are slow to use the helps that suppliers furnish, they take a different attitude toward a selling or display tip that comes from a distant competitor. If "the other fellow" made a go of a certain kind of counter display or if he found a certain stock arrangement more convenient and productive in sales, the retailer puts a value on it that often is more than it is worth.

He hasn't the opportunity nor time to see what others are doing; he is learning to look to the supplier's salesman to bring him the new—the tips. Simply because he has learned the value of good ideas and the part they must play in the building up of his business under present-day conditions.

It is quite common these days to hear a retailer ask a supplier's salesman whether he's got any good, business-getting ideas with him. He expects it. And he often gets what he wants.

This places a powerful selling "tool" in the hands of the supplier who can get the type of contact men who are quick to see good ideas and who will pass them on for all they are worth.

I know of one case where the supplier, upon learning of a really good merchandising idea puts a girl on the phone immediately. She calls up a selected list of retailers and describes the plan to them. She tells them what was accomplished with the suggestion elsewhere. This has built good will that could not be easily lost. In another case, the house mails out bulletins from time to time to those outlets which are not regularly contacted in person.

The trade can be successful only to the extent that its outlets are successful. The retail store is the

"bottle neck." It is a natural function of the supplier's salesman, moving about as he does, to pass along profitable ideas in merchandising or management.

An Expert Says—

Sidney Carter, manager of Rice Stix Merchants Service Bureau, wrote recently:

"The essential thing is that the salesman must be intensely interested in the merchant, in his store, his selling problem. He must be constantly speculating on possibilities for speeding up the movement of his merchandise out of the store into the hands of customers.

"He cannot run the merchant's business but he can play a large part in the success of many merchants. And if he knows anything about retailing problems the dealer will be glad to have his co-operation . . ."

However, it is one thing for the supplier's salesman to pose as an oracle on retail business and quite another for him to report what he sees and learns on his rounds. The average dealer has a lot more respect for what his competitors are doing or, rather, the merchant across town, than he has for the opinions of the salesman who calls to sell him more goods.

That is why the gathering and passing on of good ideas wins so much favor and co-operation when the job is done in the right spirit.

When the supplier's salesman comes across regularly with business winning suggestions of a general nature, it becomes an easy matter for him to get over ideas that are designed purely and simply to sell the brand he handles. The dealer who accepts general ideas and profits by them isn't going to haggle when he is asked to give the giver a break on his own brands.

It is a fact that in the minds of the most progressive retailers, there are two kinds of supplier's salesmen—the "gimmie" boys and the "helpful Henrys." The first are only after orders while the latter give something besides merchandise in return.

About the only thing that the supplier can do to get this kind of contacting into effect is to set it up as a policy, instruct the salesmen in the best way to spot good ideas and the best ways to pass them on.

The rest is up to the salesman himself.

1931 Toiletries Exports to South America Drop 29 Per Cent

Exports of toilet preparations and soaps from this country to South America during the first eight months of 1931 totaled \$605,710, as against \$847,414 for the same period last year.

With the exception of British Guiana, sales to each of the countries fell off. The decline ranges all the way from a slight loss of six per cent in the Colombian business to 50 per cent in exports to Chile.

Totals for American sales to each of the South American markets are:

	Jan.-Aug. 1930	Jan.-Aug. 1931
Argentina	\$168,487	\$135,290
Brazil	50,753	30,573
Chile	86,848	42,276
Colombia	110,288	103,808
Ecuador	38,628	23,413
British Guiana	21,988	28,764
Peru	121,416	72,274
Uruguay	86,836	65,342
Venezuela	130,187	87,395
Other countries	31,983	21,575

Ylang Ylang Exports from Philippines Declining

Oil of ylang ylang trade was at one time practically a monopoly of the Philippines. Recent reports indicate that there are only four distillers of importance in the Islands at present and even those have restricted their output or closed down in the face of prevailing market conditions and serious foreign competition. Production in the French Colonies of Madagascar, Reunion, and Nossi Be has increased materially and total export from those areas was estimated at about 35,000 kilos in 1930. The Manila better grade oils have been considered superior to the French colonial products and a demand therefore prevailed for certain quantities in normal times despite their higher price. The present level of prices has not been effectively met by Philippine distillers and consequently export shipments of ylang ylang oil from Manila during the first six months of 1931 totaled only 10 kilos as compared with 532 kilos in the year 1930, and 619 in 1929.

25 Years of Advertising Progress

Merchandising History of Toilet Goods

Shows Gratifying Advancement

by Leroy Fairman

AMONG the many changes which have taken place in the making and marketing of toilet products during the 25 years of progressive history in which THE AMERICAN PERFUMER has played so important a part, none have been more notable or more important than those pertaining to merchandising and advertising. The manner in which these changes have affected the number, nature and quality of the toiletries placed at the disposal of the American public is especially interesting.

A survey of the most significant changes in this epochal period logically begins with toilet soap, as that product stands, or should stand, at the head of any list of toilet goods.

It would not be true to say that the quality of the toilet soaps which are used by all but a small minority of the people has deteriorated, but certainly it has not conspicuously improved. Twenty-five years ago toilet soaps were, comparatively speaking, quite prominently advertised, and the advertisements stressed heavily the beneficial effects which the advertised soaps conferred upon the skin and complexion. Most of these soap advertisements were, by present-day standards, small, but they made a distinct impression upon the thought and habits of the time.

In those days it would have seemed safe to prophesy that, with the awakening public interest in the care of the skin and complexion, and with the educational trend of the advertising of soaps, the next 25 years would see the successful marketing of a considerable number of toilet soaps of far finer quality than anything then offered.

Such has not been the case.

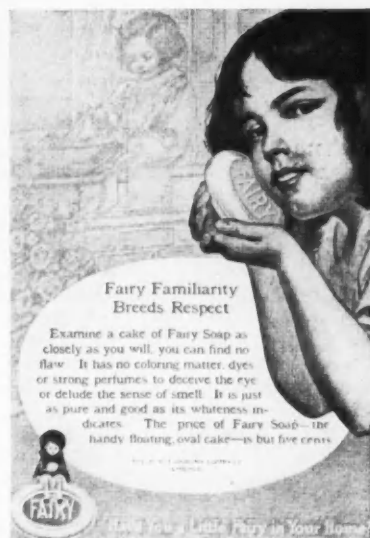
Mass production and tremendous advertising campaigns have decided and determined the type and characteristics of the toilet soaps which practically all our people use.

I have no desire to

introduce a controversial subject, nor to be considered a heretical reactionary, and I speak only for myself when I intimate, as mildly as possible, that in my opinion this mass production and tremendously powerful and compelling advertising has not been an unadulterated benefit to the people of the United States. It may be inferred from this statement that I do not think that the toilet soaps used by probably 90% of our people may properly be classified as fine toilet soaps, and I shall take no pains to controvert that inference.

It may be said, with perfect truth, that my personal opinion in this matter is of no special importance, and that if the American people are satisfied with their soaps why not let well enough alone. Very good; but would the American consumer be less well served if he had at his disposal, and were fully informed about, a number of toilet soaps of quite different nature and quality? And if a few such soaps were widely and successfully advertised, and attained so large a sale that they became the foundation of great and profitable manufacturing enterprises, would it, or would it not, be a more healthy condition for the soap industry and its distributing outlets?

Conditions as related to the toilet soap business do not at all apply to cosmetics. During the past 25 years a number of



TWO OF THE OLDER SOAP ADVERTISEMENTS

toiletary businesses, some of which came over from the nineteenth century and some of which are newcomers, have attained a high degree of success, but no one line, nor small group of lines, in any sense dominates the market. There are a multitude of brands, some small and some of considerable proportions, which have won and held the patronage of the consumer. Some of these are low in price and medium in quality; others are of excellent quality and high in price. All of the group that I have in mind fill a real need and are entitled to grow and prosper. Others fall more decidedly into the luxury classification, and may not, strictly speaking, meet an actual public requirement, but at any rate they help to offer the consumer a wide diversity of products, and in the end will profit according to their deserts.

Although it often seems that there are too many toilet products of almost identical qualities, is not the condition in the cosmetics field a far more healthy and desirable one than that which obtains in the soap industry?

My first experiences in toilet products advertising were in 1905 or 1906—just about 25 years ago. The first toiletry copy I ever wrote, if memory serves correctly, was for Daggett & Ramsdell's Perfect Cold Cream and the "4711" products; the latter was already a seasoned and established line and the former was just emerging from the D. & R. drug store near the old Waldorf, and stepping out as a generally distributed product.

In those days the preparation of cosmetics advertising was a comparatively simple matter. There were no noteworthy precedents; like many other phases of advertising, it was still in its infancy. The manufacturer, generally a chemist, produced his goods from a formula in which he had confidence. His product would do thus and so for the human skin, or would add a refining touch to the feminine toilet. With the aid of a picture of a pretty girl, a cut of the package, and

GRAY HAIR
IF THE HAIR IS GRAY
and it is desired to gradually restore
and restore to original color, use
WELLS' HAIR BALSAM
RESTORES GRAY HAIR TO
ORIGINAL COLOR
An effective dressing softens and
restores. No grease, nor oil.
A hair restorer. Prevents the
hair turning out. Restores strength
and beauty.
50c. and \$1.00
At Druggists
The 810-10th St. Chicago
E. S. WELLS,
NEW YORK CITY, N. Y., U. S. A.

CHERRY BLOSSOM
PERFUME
TOILET
POWDER
& SOAP
NUN NICER

IN THE NEW PRIZE OF JEWELRY—
Only granted a Personal Loan—will
also include Water, Air, and Sun.

a few well chosen adjectives, it was easy to turn out an advertisement which, by the standards of those times, left nothing to be desired.

At the turn of the century the house of Colgate was already old in years and honors, and its advertising was a dominant feature in the field. The Mennen concern was a pioneer in the vigorous and persistent advertising of talcum, and the somewhat ponderous display line "Mennen's Borated Talcum Toilet Powder" with the accompanying luxuriantly mustached Mennen head, spring readily to the eye of memory. Hudnut was among the first to inject an air of elegance into toiletry advertising, and others

were not far behind.

The exact chronological order in which early advertisers appeared, and their relative importance in the field, would be of interest to the historian, but the present purpose is rather to describe and evaluate the progress made in advertising method and technique.

A comparative survey shows, I believe, that the merchandising of toilet products has paralleled the merchandising of other goods sold through retail drug and department stores, subject to the same changes in policy and method, guilty of the same errors, and, on the whole, becoming progressively more efficient. But in advertising, it seems to me that toilet articles have shown a higher rate of advancement than almost any other type of product.

Take, for example, the matter of advertising bulk, or lineage. The toilet good business must, from the nature and uses of the products of which it is comprised, be a small one as compared with food or clothing. Yet, even before the great war and the inflated

Pure as the Lily!
In the
Complexion of the Woman
who uses
WILLA'S CREAM OF CLEOME
Send your address and let us
tell you all about it
L. E. Russell & Co.
11-13 Grand River St. DETROIT, MICH.
Export Dept. 123 Broadway

DAGGETT & RAMSDELL'S
PERFECT COLD CREAM
"THE KIND THAT KEEPS"
Skin Cleanliness Is Skin Health
—THE RIGHT WAY—
D. & R. PERFECT COLD CREAM
... ON A HOT WET CLOTH ...

TOILET GOODS ADVERTISEMENTS OF THE PAST

advertising volume which followed it, full page toiletry advertisements in the more expensive women's magazines were common. For years past, toilet goods advertisements in certain types of publications have been almost, if not quite, a predominating feature. The advertising of dentifrices and shaving preparations has been literally amazing in volume and persistency, and that of perfumes, powders and latterly of creams of many kinds, has occupied almost constantly increasing space in the magazines and in newspapers as well.

Enterprise and Courage

In short, the industry has shown surprising enterprise and courage in its advertising activities; it has fearlessly blazed new trails and has followed up its initial efforts with an intelligent and untiring persistence which is indeed admirable. And it is to this sheer weight of advertising endeavor, more than to any other one factor, that the great progress of the industry in recent years is due. This is a point worth emphasizing. There are always manufacturers who believe that by superhuman ingenuity, by clever "stunts," by ingenious slogans, by novelty and brilliance of copy or beauty of illustration, they can do a big job of selling with a small expenditure of money. It can't be done. Nothing can take the place of ample space and frequent insertions.

During the past 25 years, and more particularly within the past 10 years, the toilet goods industry has made notable progress in the beautification of both its packages and its publicity. This is perhaps so natural as not to be a proper subject for felicitation; for the manufacturers in this industry are engaged chiefly in the beauty business, and if they did not lead in the introduction of beauty into the packages and the advertising which form their contact with the consuming public, they would manifestly be sadly lacking in ordinary business sense.

A Recent Development

At the same time, it must be admitted that it is not so long ago that cosmetics advertisers stoutly maintained that the good old packages designed back in 1884 when the business began should not be changed in the smallest respect; that "what was good enough for grandfather is good enough for me," and that if the package were changed the public would no longer recognize the goods, and would buy something else. In fact, it is only quite recently that this absurd idea was cast into the dustbin, and while the industry deserves no great credit for abandoning such a ridiculous position, the fact that it finally did so is to be noted as an important item in the general progress of the business in recent years.

Improvement in the physical appearance of the advertising of perfumes and cosmetics came earlier and advanced more rapidly. Back in the dark ages the advertising of toiletries followed the blundering methods of the times; a large picture of the package was considered as essential to every piece of copy, and it seemed as if the uglier the package the bigger its picture must be. The picture of a pretty girl was admitted to be a highly desirable feature, but one that in no case must be permitted to interfere with the high visibility of the package. The two in combination were fre-

quently an appalling spectacle to persons of esthetic sensibilities, but those were days in which not much was expected and the unattractiveness of advertising was taken as a matter of course.

As in nearly every line of any pretensions whatever the packages are now objects of the utmost attainable grace and beauty, we see, as one of the later developments in cosmetics advertising, the return of the package to a dominant position in design. In fact, many advertisers depend upon packages alone—plus minor decorative embellishments and effects—for illustrative purposes, discarding even the time-honored female figure. And it must be said that these advertisements are creating prestige and building business in a manner which justifies their use.

Comparison with all other types and forms of advertising now warrants the industry in claiming that the advertising of perfumes and cosmetics is excelled in physical beauty by none. This is a distinction to be proud of.

When it comes to the matter of copy, one hardly knows what to say. Certain products, especially toilet soaps and creams, have been leaders in the extravagant use of testimonials secured by dubious methods from ladies of rank, wealth, fashion or notoriety, and have been severely criticized for it. It has been freely alleged by advertising authorities that this type of advertising has discredited not only the use of voluntary testimonials, but has adversely affected the credibility and productivity of all advertising. Whether or not this is the case is not relevant to the present discussion; I refer to it only as one of the significant developments of recent years.

Simplicity Important

A considerable number of advertisers of the more popular brands of toiletries see fit to use copy couched in language which is far and away over the heads of the great masses of the people. This copy is, for some strange reason, called "sophisticated," and is supposed to denote the acme of culture, refinement and discrimination. It is supposed to appeal to the ladies who ride in Rolls Royces on land and in steam yachts by sea, and to prove to the rest of us that the advertised product is used by these enviable persons. To the average reader this kind of copy is little short of meaningless, and I know that many people whose vocabulary is extensive and whose culture is irreproachable, regard it as a huge joke. However, it is certainly unobjectionable, and no manufacturer can be criticized for using it. If it sells goods, it must have some merit.

To my mind, the copy development of recent years which is most commendable—which is based upon the soundest sales psychology—is that used by most of the advertisers of the "treatments" which are in themselves an interesting and important feature of modern toilet goods merchandising. The copy to which I refer answers, clearly and simply, although with sufficiently alluring implications, the questions which a woman will logically ask. It tells her Why the advertised products should be chosen, it tells her just How to use them, and What the result will be. This is sensible advertising, and I am old fashioned enough to believe that there is still much virtue in horse sense.

The Production Man's Diary

By

Francis Chilson

Inventory Time

This is the time of year when all plant managers are persecuted by the accountants who want to know what happened to the four ounces of talc which has disappeared according to the physical inventory and to that smell of otto of rose of which the inventory is short. Usually they ask all sorts of damphoolish but necessary questions in order to establish a basis for distribution of expense charges, the worst of which are those for light, heat and power.

How Often Should Packages Be Changed?

The subject of package design continues to occupy the attention of sales and production managers alike. One of the most interesting questions in connection with this important subject is: how often should your designs be changed? Personally, I think a package can be changed too often, particularly if it is a staple product. At the moment, I should recommend a ten year cycle for staple products (face powder, cleansing cream, etc.), and an annual cycle for seasonal items like sunburn lotion and popular fads.

Face Powder Churning

We expect someday to have something of great interest to report to you in connection with this subject. We have received several letters on the subject since our original note appeared.

Speaking of Corrosion

This problem must always be guarded against in the selection of processing equipment, notwithstanding that many alloys and excellent coated substances have been developed. As a matter of fact the *perfect* universal alloy or resistant material has not yet been discovered. One of the curious things about corrosion is that it is often caused by the galvanic properties of the metals used in the machines. Often neither of two metals will be attacked by a given preparation; but if the two metals are brought into proximity with each other, one sets itself up as a positive pole and the other as the negative, so that in effect a battery is created. Where two such metals are used in the construction of a machine, corrosion can be averted by grounding the motors.

Accuracy of Filling

Little attention has yet been given to the accuracy of filling because of the fact that the laws do not require the contents of cosmetic packages to be stated. But, nevertheless, filling should be as accurate as possible because the minute excesses given away with each amount to a considerable sum during a year. As a rule the constancy of specific gravity of a given product determines the accuracy of filling. And this

is a question of chemical control. Light liquids usually fill more uniformly than heavier ones.

How to Make a Corrosion Test

When you are contemplating the use of a new closure and wish to determine its effect on your product or your product on it, you should be careful to make the test properly. It is not enough to immerse the substance in the product. The substance should only be partly immersed so that the air comes in contact with both the substance and your preparation. The air has an oxidizing action in connection with certain materials and will effect a corrosive action where complete submersion would result in no reaction at all. A short time ago we informed one of our clients that the closure he planned to use would be attacked by his product. This he denied, saying that he had observed no change even though the caps had been in the solution for several days, whereas I had observed a reaction overnight owing to the fact that a little of the preparation had spilled on the threads of the bottle. A subsequent test with the caps partly submerged showed corrosion at the level of the liquid. This phenomenon is often to be observed, particularly along the waterfront where wood and other materials may be seen partly submerged in water. Have you noticed how rust will eat deeper into a piece of iron just at the water line than it will above or below it?

Determination of Emulsion Types

Often it is desired to know whether an emulsion is of the oil-in-water type or the water-in-oil. If a drop of water placed on the surface of the cream or liquid flattens out, it is an oil-in-water type. This means that oil has been dispersed in water and that more water can be added to it. If the water remains as a bead and if a drop of oil placed on the surface flattens out, the emulsion is water-in-oil type. Water can be mixed in an oil-in-water emulsion without separation, and oil in a water-in-oil type. But contrary to general impression these additions are not homogeneous in either case. This can be proved in the case of the water-in-oil type by adding a little more water. Not only will the water not be taken up but the additional oil that was mixed in will separate out again.

Face Powder Tests

Face powder that contains starch will absorb the moisture and oil around the pores and after it has been on the face for a time, will look blotchy. This absorbent property is true of other materials also so that if you wish to find out whether a new powder will look blotchy, smooth out a little on a piece of paper or glass with a spatula and then drop a little oil on it. A non-absorbent powder will hold the oil as a bead; an absorbent powder will soak it up very quickly.

Appeal for Contributions

As it is now the season for appeals for the unemployed, the employed, the rich and the poor, so also do we add our plea for more contributions to this department. A few have taken the trouble to write us about their production experiments and problems. It's high time we heard from the rest of you.

TRADE NOTES



Coty's New Merchandising Plan

To stabilize general trade conditions and to keep its line in the hands of legitimate, ethical dealers only, Coty, Inc., New York, on January 2, instituted one of the most drastic and radical merchandizing steps ever taken in the cosmetic trade. Its former policy of dealing with wholesalers has been discontinued and in their place contacts with a limited number of sales agents who have agreed to handle the Coty line on a consignment basis only and who will sell the line only in accordance with the company's instructions and at prices designated by Coty has been set up.

Although the entire policy is not yet known the following points have been disclosed: To sell Coty goods only to those outlets held to be "desirable" by the company; and who appreciate the need for fair and better retail prices than are now obtainable.

Studio Cosmetic's New Plant

Studio Cosmetic Co., Ltd., Hollywood, Calif., has just moved into a very attractive new building on La Brea avenue. The new plant affords the company three times the space which it had in its old location on Melrose avenue.

The company was organized by H. S. Grove, and originally specialized in cosmetics and make-up for stage and screen stars. Recently however it has placed its preparations on the market for the general public, and during the last year has more than tripled its business.

Mr. Grove's father was a California physician for forty-six years and specialized for many years in dermatology, and a large part of the background for the business came from Mr. Grove's experience in his father's laboratory.

Bost, Inc. Increases Advertising

Bost, Inc., New York and Chicago, manufacturer of Bost's toothpaste has just placed a huge order for card advertising during 1932. The company will cover lines in 39 leading cities including New York and Chicago reaching a population of 22,393,617 and an average monthly passenger list of 512,052,746. This new campaign will supplement the newspaper and magazine advertising done in 1931 and to be continued through 1932.

Joncaire in New Quarters

A. Joncaire, Inc., recently moved its headquarters from 110 Lincoln street, Boston, to 145 South street, and are now putting the final touches on the spacious laboratories, showroom, and offices, which occupy the fifth floor. This concern was at its former Lincoln street location for eleven years. Owing to the need for greater space, the change was made.

Earl S. Rowell, president of this organization, reports that December business topped that of the same month for the previous year by twenty per cent. The force, maintained at last year's full strength, has been working full schedule, and the outlook for the future is excellent. This season the sales force worked late into the holiday period, and took care of an unusually large quantity of mail orders. Buyers were inclined to order cautiously, and as these initial purchases were absorbed, they placed their orders by mail.

Mr. Rowell believes that a timely and important problem is that of beauty shop taxation. Taxes of \$5 to \$25, on beauty shops, in effect in Tennessee, suggest that similar levies may be attempted in other States.

New Branches for Furst-McNess

Furst-McNess Co., Freeport, Ill., has recently opened new branch sales offices in Detroit and Cleveland, and several new products have been added to the line. F. E. Furst, president of the company, writes:

"Business from our point of view appears to be on the up-grade. We have noticed, beginning with the month of October, a gradual improvement in volume of sales. The pick up has not been startling, but rather a slow, steadily increasing growing that leads us to believe that as the coming year advances the improvement in all lines of business will become apparent."

New Coca Cola Vice-President

DeSales Harrison, who has been acting as southeastern regional manager for the Coca Cola Co., with headquarters in New Orleans since 1930, has been named vice-president and manager, according to reports from officials at Atlanta.

Mr. Harrison was transferred to New Orleans from Atlanta, where he was assistant to the advertising manager. His permanent headquarters will be in New Orleans from now on, it is said.

Cincinnati Soap Co. Moves

As announced in our October issue, the Cincinnati Soap Co. has now consolidated its factory in new and greatly enlarged quarters in Dayton, Ohio. Offices, however, remain in Cincinnati, connected with the plant in Dayton by private line telephone.

The move was due to the fact that heavily increasing business had made the Cincinnati plant inadequate, while the Dayton plant had over four times the production capacity of that of Cincinnati, plus a considerable acreage to allow for further expansion. Considerable new equipment has been added to the plant, including a \$40,000 automatic power plant and two extra-large capacity drying machines valued at \$15,000 each. All the production and new equipment has been laid out with a connecting conveyor system so that materials will move in straight line throughout the plant without lost motion.

Cincinnati Soap Co. was established in 1863 and made modest progress until it came under the present management, since which time it has expanded steadily. Eugene H. Sterne is president of the company, having been connected with it since 1898. Albert Steiner, vice-president, has been with the company since 1916, and Max P. Rosenthal, sales manager, since 1917. The superintendent of soap-manufacturing, Samuel L. Schnabel, succeeded his father who was the original soap maker for the company, and has been connected with it since 1889.

The company plans some expansion of its well known line of products which will be announced in the near future.

Leverhulme British Advertisers' President

At the annual dinner of the British Advertising Association, just held in London, Lord Leverhulme was installed as president. Before the dinner Sir Gomer Berry, London newspaper proprietor and the retiring president, was invested with the presidential chain of office, which he had himself presented to the association, later Sir Gomer removed the chain and placed it on the shoulders of Lord Leverhulme.

"We are not merely out to advertise advertising," declared Lord Leverhulme in his address, "we are out to lift it onto a plane of reliability and truth and divest it of charlatanism and vulgarity. Flair in advertising there must be, but in addition there must be a highly specialized knowledge. Advertising is not the Cinderella of the departments; but it is to the whole business what the power house is to the factory. I urge every advertiser, by market research and more careful sales-planning, to spare no effort to make his advertising better than ever it has been before, and so play his part in helping to restore the balance of trade and stabilize the pound."



LORD LEVERHULME

Paul Watkins Passes On

Paul Watkins, president of the J. R. Watkins Co., Winona, Minn., died at his home in that city December 24 at the age of 67. Mr. Watkins was born in Lebanon, Ohio, November 9, 1864 and received his early education in the public schools of that city. At the age of 19 he



entered the grain business in Toledo, moving in 1885 to Columbus, where he became purchasing agent for the Columbus and Hocking Coal and Iron Co. A short time after he became secretary and treasurer of the Central Ohio Natural Gas & Fuel Co., remaining there until 1892 when he moved to Winona to join his uncle, the late J. R. Watkins in the present Watkins organization.

At that time the J. R. Watkins Co., while it had been organized in 1868, was a comparatively small business. Becoming its vice-president, Paul Watkins immediately recognized the possibilities latent in its methods of distribution and it was largely through his enlargement of these methods that the company has reached its present important position in toilet preparations, flavoring extracts and the numerous other household specialties which it manufactures, with four large factories, twelve branch offices through the United States and Canada and more than 8,000 local dealers and agents. Mr. Watkins became president of the organization in 1911 and held this position until his death.

In addition to the Watkins enterprise, he was vice-president of the Winona National & Savings Bank and also devoted a generous share of his time and abilities to civic, educational and philanthropic affairs. He had been president of the board of trustees of the Central Methodist Church of Winona for twenty years, was active in charitable work of the church and was an art patron of city enterprises. He was also a member of the Winona Country and Arlington clubs.

Surviving are his widow, Florence E. Henderson Watkins, three sons Roderick H. and William B. of Winona and Joseph R. of Boston, and one daughter, Florence E. of Winona. Funeral services were held on December 28. Many leaders in the industries in which Mr. Watkins had been active for a long time attended. Rev. Dr. Frank Doran of St. Paul and father of Dr. J. M. Doran, officiated at the services. The Watkins plants and offices were closed until after the funeral.

Numerous tributes were paid him by friends, acquaintances and associates, one of the finest being that of Mayor James B. Rice of Winona who said:

"Hundreds who never knew him except as the head of a great and rich company, and scores who never knew how much he helped the poor of the city through his anonymous charity, will miss Paul Watkins as much in the years to come as those who knew him intimately mourn his death now."

Edwards Opens Headquarters

The Edwards Beauty Supply Co., Inc., Cleveland, formerly opened its new headquarters at 1783 East 11th street, that city, with a reception on the evening of December 14. More than 350 hairdressers from Cleveland and surrounding territory were present and after an inspection of the premises adjourned to a large room which had been turned into an auditorium for the occasion where they were entertained with six excellent vaudeville acts followed by dancing. The guests were greeted by Jay Edwards, president of the company but sales talks, demonstrations and the like were barred for the evening, the purpose being merely to entertain the guests and allow them to become acquainted with each other and with the principals of the company.

A novel method of invitation to the guests was used by the company. First a series of teaser postcards each calling attention to a "silver envelope" to come were sent out and these were followed by the formal invitation, which by special permission of the Cleveland Postmaster was enclosed in an envelope of silver paper.

The company has just appointed two salesmen who are especially well known to the trade in the Middle West. They are Earl Clauder nationally known as a demonstrator and "Bill" Singerman who has been connected with the supply business in Cleveland for some years.

Motion Picture Advertising Tie-Up

Pompadour Toiletries, Inc., New York, Importer of "Ce Soir ou Jamais" (Tonight or Never) perfume, has effected an unusual tie-up of advertising with the new Gloria Swanson motion picture of the same name now being featured in New York. The arrangement which suggests possibilities of similar tie-ups for the industry with other theatrical and motion picture



THEATRE SHOW CASE AND STORE WINDOW SHOWING TIE-UP

Helfrich New York Visitor

J. H. Helfrich, proprietor of Helfrich Laboratories, Chicago, and president of Helfrich Laboratories of New York, Inc., manufacturers of private label toilet preparations, has just returned to Chicago after a ten days' visit in New York City, conferring with W. F. Zimmerman, treasurer and general manager of the New York company, and contacting a number of the clients of the New York laboratories.

Mr. Helfrich is quite optimistic about 1932 as he may well be, for the Chicago organization, he tells us, has just closed its best year, and the New York company is already on a very satisfactory basis.

Mr. Helfrich will leave with his family February 22 for a vacation in California, and will be ready for the resumption of his activities in Chicago late in March.

New Company in Dallas

Burns Laboratories of Dallas, Texas, has been organized by T. R. Burns, who will act as manager. A complete line of cosmetics will be manufactured. Space has been taken by the new organization at 1402 North Haskell street, Dallas.

Floor to Leading Perfumers

Leading Perfumers and Chemists, Inc., has leased through Carstons & Linnekin the eleventh floor of the building located at 928-930 Broadway, New York City.

enterprises began before the first presentation of the picture to the public. Through a co-operative arrangement between the producers of the picture and Pompadour Toiletries, Inc., joint advertising has been arranged both at the theatres where the picture is being shown and in the local stores, the theatres having an elaborate display of the perfume and the importers featuring the picture in their window and case display work through the retail outlets.

Arrangements have been made to continue this during the showing of the picture in other cities and throughout the country. In addition the theatre programs, descriptive folders and other publicity for the picture are being shared by the company so that both enterprises will become associated in the public mind and both reap the benefit of additional publicity.

Similar efforts in the past have not been as successful as the present one promises to be, largely because completeness of the tie-up and active co-operation on the part of producers and theatres have been lacking. The present experiment, which thus far has been very successful may well lead to more effective work by both industries in the future.

Pinaud's Annual Sales Meeting

Salesmen and representatives of Pinaud, Inc., New York, gathered at the main office and plant of the company January 7, 8 and 9 for their annual sales conference. J. V. Gartlan, sales manager, presided at the sessions and the men were addressed by John J. Quinn, vice-president; George Panopulo, general manager, and other officials of the company. Plans for the coming year were discussed and several additions to the line were considered and presented to the sales staff. In attendance were W. Scott, W. Evans, L. Olson, A. G. Stokes, S. Myers, W. Conklin, R. Dietz, and T. Blood.

Tre-Jur Holds Annual Convention

As a fitting climax to the second best year in the history of the House of Tre-Jur, the annual sales convention was held in New York on December 28th, 29th, 30th and 31st. Tre-Jur salesmen from all sections of the country were present.

In opening the discussion at the conference, Albert Mosheim, president of Tre-Jur, summarized briefly the progress that had been made during 1931 when practically every division of the business registered a sharp increase over 1930.

Complete plans for 1932 were formulated at the convention. New and striking numbers in the compact, bath powder and soap divisions are planned for this year. Several of these are entirely different from anything ever before introduced in the toilet goods field.

One session was devoted exclusively to the private brand division. Tre-Jur now supplies a large percentage of the department stores in the country and during 1932 will introduce several new items and novel packaging ideas. The annual sales convention party was held on the evening of the 29th at the Hotel Waldorf-Astoria.

Dorothy Gray Holds Convention

Dorothy Gray held its semi-annual sales convention at its offices at 683 Fifth avenue, New York City, the latter part of December. Representatives from all sections of the United States and Canada were there, bringing the number convening up to 25 or 30.

At the meetings held during the week, the first day's session was devoted to a discussion of general business conditions. Edward Plaut, president of Dorothy Gray, one of the subsidiaries of Lehn & Fink Products Company, in his address at this meeting would make no predictions as to business conditions in 1932. He did feel that conditions in the first six months of the year would have to show an improvement if the year itself was to offer any better business opportunities. He said that the presidential election in the Fall might have an adverse effect if the first six months did not show some betterment over 1931.

Another session was devoted to foreign developments at which time talks were given by Fred Moeller, export manager, Miss Wendy Mayhew, in charge of the Paris salon, Edward Cunningham, in charge of Dorothy Gray in the Argentine and Miss Virginia Gates, European advertising manager.

W. H. Gessell, vice-president in charge of factory production and Miss Louise Westing, advertising manager in this country, had charge of the meeting dealing with new products, and various suggestions made by the representatives present were taken up at that time. Additional discussions were held by Miss Anne Harris who is in charge of the educational department, and J. W. Newman, sales manager. No changes either in sales policies or in the salesforce were planned for 1932, and the past year's advertising campaign which was the largest in the history of the company as well as the largest for all treatment lines, will be continued during 1932. It was only through this means that the business done in 1930 was equalled in 1931 in Mr. Newman's opinion.



TRE-JUR CONVENTION GROUP; PRESIDENT A. MOSHEIM STANDING NEAR PILLAR AT RIGHT

Northam Warren Sales Conference

The Northam Warren Corporation held its annual sales convention in the Northam Warren building in New York on January 4th, 5th and 6th. The meeting was the occasion for sincere congratulation of the sales force for the work they had done in the trying year of 1931 for the company announced that gains in sales had been achieved on all its nationally-known lines. This accomplishment is attributed to consistent consumer advertising and vigorous sales effort, and to the fact that sound principles of merchandising have helped to build the market as a whole. The successful introduction of several new items and the improvement and repacking of many of the staple items, also contributed materially to the year's success.

Several announcements made at the company meetings are of interest to the trade. The sales forces of "Cutex" and "Glazo" lines are now to be combined in one general sales staff handling all lines of the company. Previously "Glazo" preparations were sold by a separate group of men. The territories assigned to the men have been reduced, so that they will be able to cover their accounts more frequently, intensively, and intimately than ever before. It is interesting to note that that step had previously been suggested by many dealers and distributors, who appreciate the convenience of placing orders for all Northam Warren lines with one man.

This step is an indication of the development of the "Glazo" line by the Northam Warren organization. When the line was acquired in 1928 it was represented by only one or two of its own men in the field. With a limited sales force of its own, it has increased in volume and extended its distribution.

The program of the convention included talks by Mr. Warren and other executives of the company. William Resor of the J. Walter Thompson Co. and Tom Ryan of Pedlar & Ryan outlined the extensive advertising campaigns for 1932. It was announced that the advertising appropriation on all products would be

materially increased in the coming year. Miss Hildgarde Fillmore, beauty editor of *McCall's Magazine* and Miss Helen Martin, of the Delineator Beauty Institute were guest speakers at one of the sessions, and made extremely interesting talks on the use of modern cosmetics and the part they play in the life of women today.

Among other announcements made at the convention was the introduction of the new "Cutex" hand cream which will be ready for distribution this month. The cream is packed in a glass jar of unique color, protected by an exclusive process which will keep it exclusive in the manicure field, to this company. The jar is fitted with a black plastic cap and a smart label in keeping with the design of the other "Cutex" items.

The annual banquet for its sales organization was held by the company in the Hotel Astor, Tuesday evening, January 5th. This was followed by a theatre party at the Earl Carroll Theatre.

Norton Enters Container Field

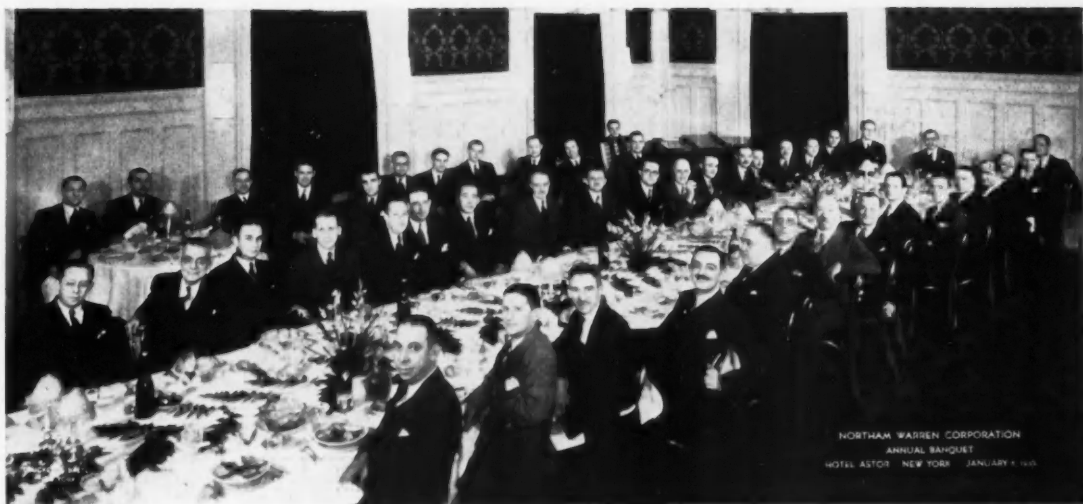
Norton Laboratories, Inc., Lockport, N. Y., which has been molding plastics for the electrical and other industries for a number of years is now expanding its business to include the creation and design of containers, trays and other specialties for manufacturers of toilet preparations. The New York office is at 154 Nassau street, telephone Beekman 3-4686.

Farrell Takes Over Stillwell

Herbert G. Farrell, who for many years was associated with A. A. Stillwell & Co., importers of essential oils, New York, has taken over the Stillwell business, which he will continue under the former company name.

Vacationing at Daytona Beach

Miss Theo Bender, president of the Theo Bender Co., St. Louis, Mo., left on January 2 for a stay of two months at Daytona Beach, Fla.



NORTHAM WARREN CONVENTION GROUP; MR. WARREN SEVENTH FROM LEFT BEHIND LONG TABLE

Givaudan-Delawanna Salesmen Meet

The annual sales convention of Givaudan-Delawanna, Inc., was held at the New York office December 28 and 29. Practically all the salesmen and representatives of the company were present for the two-day conference.

The business sessions consisted of discussions regarding the Givaudan-Delawanna products, policies for the coming year and reports from various department heads, making the meetings of value and interest to all members of the organization.

The annual banquet was given on the evening of the second day at the Hotel Brevoort. After an excellent repast, H. F. Duffy, auditor of the company, acted as toastmaster and introduced Dr. Eric C. Kunz, executive vice-president. Dr. Kunz made a stimulating address to the sales force, congratulating them on the work they had done during the year and on the splendid prospects for next year which he envisioned for the company. He pointed out particularly that the widely diversified line of products manufactured by Givaudan-Delawanna and L. Givaudan & Co., Geneva, placed the organization in a very favorable position during the period of depression and in excellent shape to take advantage of the anticipated recovery in general business.

M. Lemmermeyer, sales manager, in a brief talk told of the spirit of co-operation which existed in the entire organization from the executives down to the humblest members, and urged that his hearers continue to co-operate and extend it to customers and competitors as well.

Dr. M. Szamatolski related in interesting fashion his observations of the L. Givaudan & Co. organization in Geneva, detailing especially the excellent organization

of the plant and research laboratories of that company.

Cablegrams of greetings and good wishes were dispatched to Messrs. Leon and Xavier Givaudan of L. Givaudan & Co., and a telegram was sent to H. H. Sawyer, veteran member of the organization, who could not be present.

A pleasant feature of the convention was a visit by the entire sales staff to the plant of the company at Delawanna, N. J., where they were conducted on a tour of observation by Dr. Szamatolski, who carefully explained the many processes entering into the manufacture of Givaudan-Delawanna products.

Lever Bros. New Offices

The Lever Brothers Co., one of the largest soap manufacturers in the world, has leased one-half of a floor in the Nelson Tower Building, located at 450 Seventh avenue, New York City, for its New York executive offices. The brokers were Michael E. Lipset & Co.

Fire in Extract Plant

Fire in the plant of the Pennsylvania Extract and Manufacturing Co., located at 2008-12 Carson street, Pittsburgh, Pa., on December 29, caused damages estimated at \$1,000. The fire originated in a room where chemicals are stored, firemen said.

Soap Firm Leases Space

Ritz Soap Co. has leased the building at 601 East 14th street, New York City.



EXECUTIVE AND SALES GROUP OF GIVAUDAN-DELAWANNA, INC., AT CONVENTION DINNER

LEFT TO RIGHT, OUTSIDE TABLE: Dr. G. A. Gieger, E. T. Booth, J. Bush, W. D. Bickler, C. L. Weston, H. L. Shaftoe, R. J. Weber, J. E. Meyer, D. F. Lum, J. Riedweg, Dr. E. C. Kunz, Dr. M. Szamatolski, M. Lemmermeyer, G. V. Gross, H. F. Duffy, G. H. Blake, R. A. Engel, M. B. Vance, Dr. M. Luthy, L. C. Morris, C. L. Armstrong. LEFT TO RIGHT, INSIDE TABLE: D. Watson, F. Wegmon, E. P. Nicholson, J. Balsam, L. L. Lowden, E. R. van Liew, I. Bennett, F. B. Smith, G. M. Warren, C. T. Doran, J. Walsh, W. H. Adkins.

Virginia Dare Salesmen Meet

The Virginia Dare Extract Co., Brooklyn, N. Y., which has just completed a profit producing year and retained its entire organization of both inside and outside workers at the same scale of wages and salaries previously paid, closed the year 1931 with the largest and most enthusiastic sales convention in its history. From every section of the country enthusiastic Virginia Dare salesmen gathered at the general offices and plant of the company the week of December 27 for this annual meeting and every minute was packed with ideas and practical selling suggestions looking toward making 1932 a banner year.

The theme of the convention sessions was built around a modification of the word "Depression" which for this special occasion was spelled and pronounced "Do-Press-On," a slogan which the organization has put into practice during the past rather trying year and which will be continued throughout the coming months.

The sessions were under the direction of Bernard H. Smith, president of the company, and were addressed by a number of members of the Virginia Dare family as well as several outside speakers among whom were the following:

Charles Glabau, technical director of "Bakers Weekly," who spoke on "Flavors for the Baker."

Leon Trumm, of Savoy Bakery, who made interesting applications and demonstrations of several Virginia Dare products.

Louis Rapin, vice-president, Antoine Chiris Co., Paris, France, who told of "The French Flavor and Aroma Industry," including a discussion of the growth and curing of Bourbon vanilla beans, production of essential oils, and a description of the flower oil extraction processes of Grasse.

Prof. Philip N. Youtz, director, 69th street branch of Pennsylvania Museum of Arts, who spoke of, "Opportunities offered by the Depression."

Prof. Lewis B. Allyn, director, Westfield Testing &

Research Laboratories, who interested the gathering by making flavor experiments.

Ruth C. Smith, director of home economics, Rutherauff & Ryan, Inc., who made an address on, "The Importance of Flavor."

On Wednesday night a banquet was held on the thirtieth floor, on top of the Barbizon Plaza Hotel. Eighty-two people were served a delicious meal each item of which was flavored by some Virginia Dare product. During the dinner the gathering was entertained by vocal and instrumental music by members of the organization. In closing the banquet prizes were given to those salesmen who had produced the most satisfactory results during 1931. The prizes consisted of checks and profit sharing stock in the company issued as a bonus and as an expression of appreciation to seven of the "top-notchers."

As a result of new products introduced at the convention, new merchandising plans formulated and the extreme co-operative spirit shown, it was the opinion of all present that 1932 would be profitable to those members of the Virginia Dare Co. who "Do-Press-On."

Quinlan Holds Sales Convention

Kathleen Mary Quinlan held her regular sales convention at the salon in New York on Thursday, January 14th, at which about twenty of the company's representatives in and around New York were present. After a discussion of the new methods and preparations that have been developed in the Quinlan salon, a get-together dinner was held. Later in the evening, the group returned to the salon where a skit was produced by the operators of the salon, entitled "Transfiguration." This amusing as well as enlightening satirical little comedy had for its basis the transfiguration effected by the treatment at the salon. The whole was a purely Quinlan production; it having been written as well as enacted by the staff.



VIRGINIA DARE CONVENTION GROUP; B. H. SMITH FIFTH FROM LEFT FRONT ROW; LOUIS RAPIN STANDING AT EXTREME RIGHT

Bon Voyage for Meyer

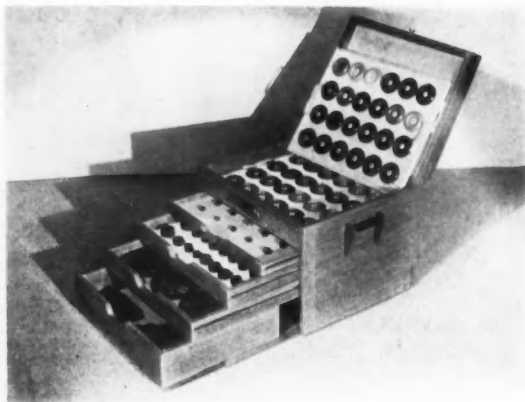
On Christmas Day, department heads of Meyer Brothers Drug Co., St. Louis, entertained Mr. and Mrs. Otto P. Meyer, prior to their sailing on a round the world cruise. A dinner party, attended by thirty-six of Mr. Meyer's associates and their wives, was given in the French room of the Coronado Hotel and after dinner Carl F. G. (Buddy) Meyer, Jr., son of the present head of the company assumed the role of toastmaster and introduced Dr. Charles Caspari, Jr., head of the research department. Dr. Caspari in one of the pleasant addresses for which he is noted presented Mr. Meyer with a motion picture camera and instructed him as to the nature and character of the pictures which the staff expected him to take and to display upon his return from the vacation cruise. Mr. and Mrs. Meyer sailed on the *Resolute*, January 6 from New York and we join with their many friends in wishing them a pleasant journey.

Frostilla in New Broadcast

The Frostilla Co., Elmira, N. Y., has started radio broadcasting over the Columbia Broadcasting Co. Coast-to-Coast network with an interesting program known as "Frostilla Broadcast Rehearsals." The first of the series was given January 4 and others will follow every Monday at 9:15 P. M., Eastern Standard Time. On the Pacific Coast, the program will be heard over the Don Lee unit on Wednesday evenings.

New Bakelite Display Case

Bakelite Corp. New York City has prepared a Suggestion Cabinet for the benefit of manufacturers eager to improve the appearance and design of their packages. The cabinet which is shown in the accompanying illustration is loaned to manufacturers on request and with it before them they have a practical



display device enabling them not only to select the color most suitable for their purpose, but also to develop new ideas. Any manufacturer desiring a loan of the chest should write to the Bakelite Corp., 247 Park avenue, New York City.

Chaplin New Ritchie Vice-President

W. L. Chaplin, one of the leading figures in the specialty paper box industry has been chosen executive vice-president of W. C. Ritchie & Co., Chicago, well



© R & S

W. L. CHAPLIN

known manufacturers of paper boxes. Mr. Chaplin entered the industry more than twenty years ago and for the last fourteen years has been general manager of Smith Lee Co., Oneida, N. Y., where he gained broad experience in the field which admirably fits him for his duties with the Ritchie organization. Mr. Chaplin will have complete supervision of the entire business, production and sales promotion and will be located at the company's Chicago headquarters. His many friends in the industry will join us in wishing him all success in his new capacity.

Guthrie Joins Arnao Company

Murray K. Guthrie, formerly vice-president of Batten, Barton, Durstine & Osborn, Inc., advertising agents, New York City, has joined the staff of Charles Arnao Co., New York, as executive vice-president, and has also become one of the principal partners. Mr. Guthrie took up his duties with the company on January 1.

Hanser Soap's Good Record

Sales of the John Hanser Soap Co., Milwaukee, during the first 11 months of 1931 ran about 25 per cent above the same period of last year, according to John Hanser, Jr., president. Production capacity at the Hanser firm is from 80,000 to 100,000 pounds of soap weekly, while the annual sales volume is approximately \$150,000. Among the soap products made are laundry, toilet and textile soaps, flakes, shampoos, cleaning material and borax chips. Perfection of a new borax flake product last year resulted in greatly increased sales, according to Mr. Hanser.

Associated with Mr. Hanser are two sons, David J., vice-president and general superintendent and John A., secretary-treasurer.

Thomas Gill With Roure

Thomas Gill has been appointed sales representative for George Silver Import Co., agents for Etablissements Roure-Bertrand Fils & Justin Dupont, Paris and Grasse, to assist in covering the local and Eastern territory.

He is the son of one of the oldest soap manufacturers in the country, but of late years has devoted most of his time to the perfume line.

We know that his many friends in the trade will wish him success in his new connection and give him every co-operation.

Alumni Dinner to Wimmer

Plans are rapidly being completed for another in the series of well-known dinners given by the alumni of the College of Pharmacy of the City of New York, Columbia University, to prominent members of the faculty. The next dinner will have as its guest of honor Dr. Curt P. Wimmer, professor of pharmacy of the college, and will be in celebration of his completion of 25 years of service to the college. Numerous scientific and trade bodies in pharmacy and allied lines will be represented on the committee arranging the affair and it is expected that Dr. Wimmer's interest in these associations and their affairs will be reflected in a large attendance. The dinner, according to present plans, will be held at the Hotel New Yorker on February 25.

Marly Moves Its Showrooms

Les Parfums Marly, New York and Paris, will move its New York showroom from 565 Fifth avenue, New York City, to 604. This move will take place about February 1st. L. B. Frey, general sales manager of the company, will be in charge and will be glad to welcome those interested in the Marly products to its new home. The executive offices will remain at 525 Fifth avenue.

Justice Adds New Items

The Justice Manufacturing Co., Lamont, La., will add several lines to its wholesale and retail catalog, J. C. Ballantyne, manager, said recently. The additions will include a healing salve, a liquid soap and an antiseptic dish wash.

A. E. Smith Sales Manager

George Silver Import Co., New York City, agents in the United States and Canada for Etablissements Roure-Bertrand Fils and Justin Dupont, Paris and Grasse, France, announces the appointment of Alvin E. Smith as sales manager.

Mr. Smith has been identified with the essential oil industry since 1926 when he joined the George Silver Import Co. as a sales representative covering particularly the eastern states and Canada as well as the central southern states.

In his new capacity he will take on more territory in addition to his other duties; and in the near future plans to make a six weeks' trip to France to become better acquainted with the manufacture of the company's products. His time abroad will be divided between visits to the laboratories of Justin Dupont at Argenteuil and of Roure-Bertrand Fils at Grasse. Mr. Smith has made a host of friends in the trade who will be glad to learn of his new appointment.



ALVIN E. SMITH

Kilheffer Appointed du Pont Manager

E. I. du Pont de Nemours & Co., Inc., advises of the appointment of Dr. E. H. Kilheffer as manager of the fine chemical division, sales advisor of the organic chemical department; and president of Acetol Products, Inc.



DR. E. H. KILHEFFER

He was formerly president of Newport Chemical Works, Inc., which was taken over by the du Pont company last August. The fine chemical division includes aromatic chemicals for perfumes, soap and flavor manufacturers; hydrogenated solvents; pharmaceutical and photographic chemicals.

The du Pont company also acts as selling agents in the United States for Société Chimique des Usines du Rhone-Poulenc, Paris, whose "SCUR" products have been well known in this market for many years.

Dr. Kilheffer, who is a well-known figure in the organic chemical industry, is vice-president of the Synthetic Organic Chemical Manufacturers Association of the United States.

P. R. Dreyer's New Address

P. R. Dreyer, Inc., New York, essential oils and aromatic chemicals, and representative for Bertrand Frères, Grasse, France; Vanillin Fabrik, Hamburg, Germany; H. Raab & Co., Roermond, Holland; Paolo Vilardi, Reggio Calabria, Italy, and Constantin Mintcheff & Ketchedjieff, Kazanlik, Bulgaria, has moved offices and warehouses to larger and more convenient quarters at 12 East 12th street. The company has been located on Cliff street for a number of years. At the new address, the entire ninth floor of a modern building will be occupied. New telephone number is STuyvesant 9-5566.

Etman to Represent Magnus

Magnus, Mabce & Reynard, Inc., New York, well known manufacturers of essential oils, etc., has appointed Louis Etman as sales representative for the New England States, with the exception of the state of Connecticut which will continue to be covered from the New York office.

Mr. Etman will be located at the company's new office at 1140 Little Building, Boston, Massachusetts, telephone Hancock 3693. He has had many years of experience and is very well known in the wholesale drug and manufacturing trades throughout the United States, having formerly been assistant manager of the New York office of the Powers-Weightman-Rosengarten Co., which was taken over by Merck & Co. some years ago. Mr. Etman was also connected with the J. T. Baker Chemical Co. of Phillipsburg, New Jersey, well known manufacturer of fine chemicals for analytical and reagent work.

Lever Contract in Dispute

Judgment has at last been given in the actions in which two Norwegian companies, Polaris and Blobus, of Hedrum, claimed £447,160 damages for alleged breach of contracts to purchase the entire output of whale oil from their two floating factories operating in the Antarctic in the season 1930-31. Defendants were Unilever, Ltd., Lever Bros., Ltd., and the Norwegian Company de No Fa, of Oslo, who jointly denied breach.

The defence was that the "entire production" meant only the amount of oil which could be stored in and carried by the factory ships to Europe, and that the plaintiffs themselves repudiated the contracts by sending oil from the factory ships in tank vessels.

Delivering judgment, Justice Branson said that the defendants were by far the greatest buyers of whale oil in the market. The clause in the contract on which most stress was laid provided that the buyers should take delivery immediately on arrival of the factory ships in Europe after their return from the season 1930-31.

A. M. T. A. Year Book Out

The annual Year Book of the American Manufacturers of Toilet Articles has just been issued. It contains as usual much valuable information. A more complete review will appear in our next issue.

Death of Mrs. Gasteyer

Mina G. Gasteyer, wife of George H. Gasteyer, who is well known in the essential oil trade in New York, died on January 7. Mrs. Gasteyer was a daughter of Mr. and Mrs. E. W. Aylesworth. She leaves her husband, one son, George H. Gasteyer, Jr., and a daughter Velma. Funeral services were held at Frederick P. Ballard Chapel with interment at Lutheran Cemetery.

Ferdinand Gutmann's New Item

In the advertising section of this issue, Ferdinand Gutmann & Co., Brooklyn, N. Y., call attention to a new device now employed on their "C.T." caps which the company states will enable the contents of the bottle to be poured without the inconvenient dripping over the side.

Ungerer Representative Visits New York

George R. MacDonald, New England representative of Ungerer & Co., New York was a visitor at the company's head office recently following his regular trip through the Western section of New England.

Fracys Soap's New Agent

The Bonded Products Corp., Long Island City, N. Y., has taken over the sale of Fracys soap.

Miss Dodge Makes Debut

Miss Virginia Dodge, daughter of Francis T. Dodge, president of Dodge & Olcott Co., New York City, was introduced to society the afternoon of December 19, at a tea given by her father and his cousin, Mrs. Lorillard Spencer, at the latter's home, 1020 Fifth avenue. Mrs. Spencer, Mr. Dodge and Miss Dodge were assisted in receiving by Miss Sally Ordway of St. Paul, a cousin of the debutante, and the Misses Hester Adams, Ruth Reed, Elizabeth Sinclair, Marian Batcheller and Elizabeth Clymer. Miss Dodge wore a gown of blue velvet. Mrs. William H. Force, Mrs. Averell Meigs, Mrs. Louis Chapin and Mrs. George W. Adams served at the tea table.

Following the tea, Miss Dodge and members of the receiving party attended the Yale-Dartmouth hockey game at the Madison Square Garden, and after the match went to the Waldorf-Astoria for supper and dancing in the Empire Room as guests of Mr. and Mrs. Edward S. Mills.

Young Bros. Official Here

Everett F. Young, a director of Young Bros., Inc., Providence, R. I., made a visit to the company's New York office recently in connection with sales plans for the coming year.

Since the retirement of Douglas Young from the company about a year ago, Everett Young has been in full charge of sales and promotional activities of Young Bros. and is responsible in a large measure for the expansion of the company during the past few months.

M. H. Stanley New York Visitor

M. H. Stanley, vice-president and general manager of Stanley Manufacturing Co., spent a few days in New York early in January. He made his headquarters with E. H. Rogge, New York representative of his company, conferring with him on plans for increasing distribution of Stanley metal labels during the coming year.

Price Maintenance Report Out

Edward Plaut, president of Lehn & Fink, Inc., and chairman of the committee of the New York Board of Trade on Price Maintenance, has made public the report on this subject prepared by Professor Edwin R. A. Seligman of Columbia University.

The report goes very thoroughly into the question of price maintenance, discussing numerous methods for its accomplishment and commenting at length on the proposed Capper-Kelly bill. It stresses particularly the fact that the "refusal to sell plan" affords a method which will accomplish price maintenance for any manufacturer prepared to adopt it fully.

The text of the report consists of 350 pages, and in addition 350 more pages of statistical material. Studies were made of about twenty industries, that for the drug industry being most extensive.

Gillette Returns from Cruise

Leslie Gillette, advertising manager of the U. S. Industrial Alcohol Corp. and U. S. Industrial Chemical Corp., has returned with Mrs. Gillette and their daughter from a cruise on the S.S. Volendam to the West Indies. The cruise included stops in Bermuda and Havana, which Mr. Gillette reported were crowded with tourists. At each place visited he enjoyed his favorite sport, swimming, and at Nassau where a stop was also made, he was able to spend considerable time on the golf links.

The ocean trip was stormy and friends reported that Mr. Gillette and his infant daughter were the only passengers who remained above deck during the entire trip. This novel record was due undoubtedly to the fact that he is an aviator. During the war he was a commissioned officer in the 210th Air Squadron, where he had considerable experience. Since the war, whenever the occasion presents itself, he resorts to airplane travel and recently on one of his trips visited 26 cities in 19 days.

Crozier Weds Miss Rosenberg

Ira W. Crozier, secretary and treasurer of the American Beauty Nail Polish Co., Inc., New York, was married to Miss Henrietta Rosenberg, December 21 at her home by the Rev. Dr. Iseman. After the ceremony Mr. and Mrs. Crozier left for their honeymoon in Bermuda. Mr. Crozier was born and educated in New York City and during the war served overseas. After the war he helped to organize the McNally post of the American Legion of which he is a member. When he returned to civilian life, he engaged in the cosmetic business and with Sol Gross organized the American Beauty Co. which was recently incorporated under its new name.

A. J. Dedrick Joins Verley

Albert Verley, Inc., Chicago and New York, has advised us of the appointment of A. J. Dedrick as representative in Mid-West territory. He will make his headquarters in the Chicago office and visit the trade in surrounding territory. Mr. Dedrick was educated at Borden college in England and has had considerable experience in the soap, cosmetic and essential oil industries. Among his former connections are the William Waltke Co., soap manufacturers; the Armand Co., makers of Armand toiletries, and Edward T. Beiser Co., essential oils and aromatic chemicals.

Albert Verley, Inc., has also advised us of its appointment as Mid-West and Pacific Coast sales representatives for A. M. Todd Co., of Kalamazoo, Mich., distillers of peppermint and other domestic essential oils.



A. J. DEDRICK

Simpson, Inc., to Make Boxes

Simpson, Inc., Chicago, Ill., has been organized to manufacture paper boxes. Heading this new company is Charles T. Simpson, who has had long experience in the paper box field. For eighteen years he was connected with W. C. Ritchie & Co. of Chicago, and for the last



CHAS. T. SIMPSON

several years was vice-president and sales manager of that organization.

A plant has been secured located at 6551 West 65th street, near the airport in Chicago, and production will be started toward the end of this month. The new company will specialize in odd-shaped boxes and any boxes having sharp corners, manufacturing them by automatic machinery.

Associated with Mr. Simpson are several other experts familiar with the manufacture and sale of these products.

New Reich-Ash Sales Manager

The Reich Ash Corp., New York City, has appointed J. George Slater sales manager. Mr. Slater formerly covered the Middle-West for the company, and is well known throughout the trade. He will make his headquarters at the New York office.

The company is enlarging its plant and office quarters, and is opening up new departments to expedite the manufacture and shipment of merchandise in anticipation of a good business year. With reference to the outlook, Emanuel Ash, vice-president and assistant treasurer, is confident that recovery is now under way, and that improvement in business will continue steadily as the year progresses.

Framerican Head in Europe

Paul Seguin, president of the Framerican Import Co., New York City sailed on the *Lafayette* January 9 for a four weeks' stay in Paris, where he will confer with the firms represented by the company in the United States, Milou & Cie, manufacturers of boxes, and Monod, manufacturer of bottles. He will also go to Montelimar, France, where he will inspect the new factories of his associated companies.

Florasynth Dinner on Coast

The Pacific Coast organization of the Florasynth Laboratories, with headquarters in San Francisco, tendered a "Get Together Dinner" to the trade in and around that city on January 16. The affair was arranged by Dr. Alexander Katz and W. T. Markillie in charge of the San Francisco office and was held at the Sir Francis Drake Hotel. Details regarding the meeting will be given in our next issue.

Edmund Hoffman Passes Away

Edmund Hoffman, assistant district sales manager of the Atlantic district of the American Can Co., New York City, died shortly after an operation in the Midwood Sanitarium, Brooklyn, on January 19.

Mr. Hoffman was born in Gloucester, N. J., in 1864. He was graduated from the Beck Quaker School in Philadelphia, and soon thereafter entered the employ of the Ferracute Machine Works, Bridgeton, N. J. There he made rapid progress, and in 1893 was a member of the staff in connection with their exhibit at the World's Fair in Chicago.

In 1895 he became a partner in the firm of Whiteley & Co., Bridgeton, N. J., manufacturers of metal bottle closures, which company was merged in 1900 with the American Stopper Co., and C. E. E. Whiteley, former head of Whiteley & Co., became president of that organization with Mr. Hoffman as vice-president and general manager.

Several years thereafter the American Stopper Co. was taken over by American Can Co., and for a time was operated as a separate division with Mr. Hoffman continuing his former duties. In 1914 the business of the American Stopper Co. was completely merged with that of the Can Company, and he became assistant district sales manager of the Atlantic district, a position he held up until the time of his death.

Mr. Hoffman was a man of great personal charm and high integrity, and was very warmly admired by all his associates and business friends, whose complete confidence he always had. For many years he was a member of The Pilgrims of the United States.

He leaves a widow, Jane DuBois Hoffman, one son, Edmund Hoffman, Jr., who is associated with the American Can Co., and a daughter Mrs. M. K. Mayer. Funeral services were held Thursday evening, January 21 at the Old First Reformed Church and interment was made in the family plot at Bridgeton, N. J.



THE LATE
EDMUND HOFFMAN

Wintrob, New York Visitor

Moses Wintrob of Hollywood Laboratories, Toronto, with Mrs. Wintrob were visitors in New York for a week early in January. Mr. Wintrob called on many of his friends in the trade in New York.

The business, which was established a little over a year ago, has made excellent progress in the Canadian trade in perfumes and hair preparations.

Philadelphia College Popular Lectures

The annual series of popular lectures at the Philadelphia College of Pharmacy and Science opened this year on January 20 with a discussion of "The Triumphs of Medicine" by Dr. Wilmer Krusen.

Ross Forms Own Company

A. H. Ross, secretary and sales manager of the U. S. Bottlers Machinery Co., Chicago, has resigned his position as sales manager to head a production engineering and sales company under the name of A. H. Ross & Co.

The new organization will act as sales representative for "U. S." equipment and has opened offices in the La Salle-Wacker building, 121 West Wacker drive, in Chicago. The offices occupied by the U. S. Bottlers Machinery Company at 55 West 42nd street, New York, are to be taken over by the sales company.

Mr. Ross has been associated with the U. S. Bottlers Machinery Company for nineteen years, and is one of the best known men in his field. The entire selling organization which was associated with him in his former position has gone with him under the new plan.

Weed Attends Entomological Meeting

Dr. Alfred Weed, entomologist of John Powell & Co., Inc., New York, attended the convention of the Southern Branch of the American Association of Economic Entomologists at New Orleans recently.

Doolittle Sails for Europe

Addington Doolittle, president of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., sailed on the *Conte Biancamano*, January 22, with Mrs. Doolittle for a two months' visit in Europe.

Mr. Doolittle will leave the ship at Palermo, going to Messina to observe conditions in the citrus oil market; from there he will go to Naples and the Riviera, where he will make stops at Vallauris, Argeville and Cannes, and will confer with officials of Pierre Dhumez & Co., whom his house represents in the United States. Mr.

Doolittle will visit Oranico at Nanterre and after spending a short time in Paris, will go to Spain where he will study production of rosemary, thyme, aspic, and other Spanish oils. He may also visit Northern Africa before sailing for home from Gibraltar early in April.

Mr. Doolittle was the speaker at the luncheon meeting of the Rotary Club of Croton held at Moto's Inn, December 29.

Mr. Doolittle spoke on the manufacture of toilet waters and demonstrated how the base is compounded from natural flower oils and aromatic chemicals, meanwhile describing the sources and the various methods by which these raw materials are obtained. At the conclusion of the meeting members and guests were presented with bottles of the finished toilet water, the manufacture of which they had witnessed. Mr. Doolittle, who is a Rotarian, has been requested by various clubs which were represented at this meeting to repeat his lecture before their organizations as an educational feature of their program.



ADDINGTON DOOLITTLE

News of the Chicago Trade

Perfumers Hold First Meeting

The Chicago Perfumery Soap and Extract Association held their first meeting of the year at the Midland Club on January 6th at which the newly-elected officers were installed. President-elect Mr. Don Clark delivered a very impressive speech, which included a plea for co-operation on the part of the members for an increase in membership. The following committees were named for the ensuing year:

Executive: Don Clark, Franco-American Hygienic Co., chairman; L. A. Solo, Solo Laboratories; William H. Schutte, P. R. Dreyer, Inc.; Harold Lancaster, Marshall Field & Co.; F. T. Robinson, Monsanto Chemical Works.

Entertainment: Russell G. Brown, George Silver Import Co., chairman; D. A. Day, Heine & Co.; W. K. Teller, Columbus Laboratories; R. F. Downs, Owens-Illinois Glass Co.; Chris Christensen, Charles Pfizer & Co., Inc.

Legislative: Dudley F. Lum, Givaudan-Delawanna, Inc., chairman; Louis J. Freundt, American Can Co.; Benedict F. Zimmer, Fritzsche Brothers, Inc.

Bowling: A. F. Andersen, Richard M. Krause, Inc., chairman; Paul H. Pettit, Lady Grey Co.; H. Schwenneke, Eureka Paper Box Corp.; Ray Morris, Orbis Products Trading Co., Inc.; James Stock, Franco-American Hygienic Co.

Golf: H. B. Elwell, Pennsylvania Oil Co., chairman; G. M. Van Kirk, Hazel Atlas Glass Co.; A. G. Schneider, Victor Chemical Works.

Publicity: A. F. Dedrick, Edward T. Beiser Co., chairman; H. H. Sommers, Chicago Cork Works Co.; Joseph A. Gauer, Fritzsche Brothers, Inc.; Clarence Morgan, Clarence Morgan Co.; H. J. Tucker, American Commercial Alcohol Corp.

Membership: Joseph DeLorme, Riviera Products Co.; Frank Z. Woods, Frank Z. Woods Co.; Euclid Snow, Mallinckrodt Chem. Works; Clarence A. Sequin, C. A. Sequin Co.; R. H. Lingott, R. H. Lingott Co.

Bowlers Make High Scores

The Bowling Auxiliary held its annual prize tournament December 23 at the Elks Club. The prizes consisted of turkeys, geese and ducks, and due to the clever management of the chairman, Ray Morris, every member attending the tournament was awarded a fowl of some kind. The high score winners were the following:

Al Burgh, 1st.....	548	Handicap	2
Harry Spohr, 2nd.....	532	"	16
Albert Miller, 3rd.....	522	"	31
H. D. Crooks, 4th.....	519	"	28
J. Stock, 5th.....	518	"	18

The low score prize went to S. A. DeVries of van Ameringen-Haebler, Inc., with little competition. After rolling four balls and securing a count of 22 pins, he managed to roll the next sixteen balls squarely down the gutters, giving him undisputed claim to a duck, which was the booby prize.

Hold Dawn Company Officials

W. E. Duff, vice-president of the Helen Dawn Co., dealer in cosmetics, and four employees of the company, were held for the federal grand jury, by U. S. Commissioner E. K. Walker, on charges of using the mails to defraud. Their bonds were fixed at \$2,000. They are charged with circulating misleading advertisements offering cash, automobiles and airplanes as prizes to men, who win sales contests in their organization. James A. Woodman, S. Decker, J. E. Woodman and J. L. Decker are the others held for the grand jury with Duff.

Westlake, Marshall Field Manager

Edward G. Westlake has been appointed as manager of Marshall Field & Co., wholesale "Lanchere" toilet goods department. Mr. Westlake has been connected with this department for over nineteen years, most of which consisted of traveling, and probably enjoys the widest acquaintance among the toilet goods buyers in the Middle West, of any salesman in the line. The laboratory will remain under active supervision of Harold Lancaster, chief chemist, who has served in this capacity for over 15 years.

Mr. Westlake has not announced his plans for the future, but it is expected that the "Lanchere" label will appear shortly on several new items, that the laboratory has perfected during the past year.

MacVeagh Retires from Business

Franklin MacVeagh & Co. announces its retirement from the wholesale grocery business on January 1st. This concern operated one of Chicago's oldest grocery, spice and extract houses, and was in business for over 75 years.

Clarence Morgan Offices Moved

Clarence Morgan & Co. announces its removal on January first to its new location at 411 West Ontario street. The company will retain its old telephone number, Superior 1720.

Huebsch Joins Eastern Company

Alfred Huebsch, for the past four years with Ybry, New York, as Middle West, Southern and Eastern representative, has assumed charge of sales for Woods & Chatellier, Inc., New York.

Swift Holds Annual Meeting

Swift & Co. held its annual stockholders meeting January 7, at which Edward F. Swift was elected chairman of the board of directors to succeed his brother, Louis F. Swift, whose retirement was announced during the directors' meeting. Gustavus F. Swift, another brother, was elected president. In announcing Louis F. Swift's retirement as chairman of the board, the company issued the following statement:

"Louis F. Swift recently celebrated his seventieth birthday and has spent over fifty-five years in the packing business. He desires to spend more of his time in California and away from Chicago. Mr. Swift will remain a director of Swift & Co."

Blocki Recovers from Injury

John Blocki, president of the John Blocki, Inc., manufacturer of perfumes, suffered a painful injury at his home during the holidays, as the result of a fall in his home. We are pleased to report that he has fully recovered and attending to business as usual.

Fire at Food Materials

Food Materials Co., 4350 West Lake street, suffered a fire loss amounting to about \$2,000. The blaze resulted from a kettle boiling over and igniting combustible material nearby.

Wisconsin

Death of Charles Eiteneier

Charles Eiteneier, 60, assistant cashier of the Palmolive Co., Milwaukee, died December 17 at a local hospital following injuries sustained in a fall down a flight of stairs in his home. Mr. Eiteneier was a life long resident of Milwaukee and had been connected with the Palmolive Co. almost 40 years. He is survived by a brother, William, with whom he lived.

Empire Chemical Co. Formed

Articles of incorporation have been filed in Green Bay, by the Empire Chemical Co. The concern will manufacture and distribute washing powders, soaps, etc. Signers of the articles are F. T. Phillips, J. W. Childs and F. T. Phillips, Jr.

Fire in Soap Plant

Fire destroyed the interior of the plant of the Wisconsin Rendering Co., manufacturers of soap ingredients, near Neenah, December 15. The loss was estimated at \$50,000, which is partly covered by insurance. David Rosenberg, Green Bay, is president of the concern.

Essential to Success

We succeed, not by patronizing people or fawning at folks—we prosper by the support of our own self-confidence and self-help.—*Silent Partner.*

In Memoriam for Departed Friends

AMIC-ROURE, MME., widow of Senator Jean Amic and sister of Louis and Jean Roure, Paris, January, 1927.

BEHRENS, JOHN, president, Amolin Co., Midland Park, N. J., January, 1930.

BURR, EDWIN HENRY, New York manager for Roure-Bertrand Fils and Justin Dupont, New York, January, 1920.

CONRON, PATRICK HENRY, president of Conron & Co., flavors, New York, January, 1929.

EAVENSON, LEWIS LINCOLN, Soap manufacturers, Camden, N. J., January, 1914.

HENDERSON, ALEXANDER D., California Perfume Co., New York, at his home, Suffern, N. Y., January, 1925.

JENNINGS, CHARLES W. SR., president Jennings Mfg. Co., Grand Rapids, Mich., January, 1929.

JOHNSON, WALTER C., president National Toilet Co., Paris, Tenn., January, 1931.

KILLEEN, MICHAEL, father of Edward V. Killeen, of George Lueders & Co., New York, January, 1912.

KIRK, MILTON W., president of James S. Kirk & Co., Chicago, January, 1916.

LEVY, FELIX, father, of B. E. and Maurice Levy, New York, January, 1929.

MORENA, JACQUES A., Charabot et Cie, Grasse, January, 1910.

MUELHENS, FERDINAND, head of Ferd. Muelhens, Cologne, Germany, January, 1928.

NEWTON, WILLIAM, SR., president, Haskins Bros. & Co., soaps, Omaha, Neb., January, 1929.

PAPPAZOGLOU, M. DONTCHO B., of Botu Pappazoglou & Co., Kazanlik, Bulgaria, January, 1919.

PARSONS, MATTHIAS W., President, M. W. Parsons, & Plymouth Organic Laboratories, New York, January, 1930.

POLAK, HENRY, Director Polak's Frutal Works, Amersfoort, Holland, January, 1931.

SELICK, CHARLES HENRY, perfume manufacturer, New York City, January, 1917.

SLOAN, FRANCIS H., president of Sloan, Graves & Smeltzer, Inc., New York, January, 1928.

STRONG, SAMUEL E., Strong, Cobb & Co., Cleveland, Ohio, January, 1927.

TOENNIES, FERDINAND E., president of Heine & Co., New York, January, 1919.

WINDSOR, MILLARD F., president of Windsor Soap Co., Inc., Buffalo, N. Y., January, 1920.

Mrs. Carl Schaetzer

It is with deep regret that we report the death on December 26 of Mrs. Carl Schaetzer, wife of Carl Schaetzer of van Ameringen-Haebler, Inc., New York City. Through her husband's long connection with the essential oil trade, she had come to know many of those in the toilet preparations industry and her pleasing personality left a deep impression on all with whom she came in contact. Funeral services were held at The National Chapel and were attended by many in the trade who had been associated with Mr. Schaetzer and other friends in whose expression of deepest sympathy we join.

Circulars, Price Lists, Etc.

Polak & Schwarz, Ltd., Zaandam, Holland.—*Price List.*—This is one of the most complete and attractive price lists of perfumers', soap makers' and flavoring raw materials and specialties which we have had the privilege of examining. It consists of no less than 104 pages plus a most attractive cover on which is reproduced a painting of a tray and bowl of fruit. It is hardly possible in the brief space available for a review to list all of the groups of products covered by this catalog.

At the outset there is a brief article about vanilla giving an interesting description of the plant, the method of cultivation, collection and curing, and some description of the properties of this product. Following are a few pages devoted to special announcements of novelties recently perfected by the company. The next 21 pages list essential oils, synthetics and specialties for the perfumer. Then follow 24 pages devoted to special compounds and adapted perfumes for soaps, cosmetics, extracts, hair preparations, etc. The remainder of the book is devoted to flavoring products of various types.

The arrangement of the list is excellent. Each product is given a brief description if necessary and prices are quoted in U. S. dollars for the convenience of the American trade. Numerous instructions and formulas for the use of special products are included. Perfumers, soap makers, and manufacturers of flavors will find this price list extremely valuable as a catalog of important raw materials splendidly classified and arranged.

* * * *

Phoenix-Hermetic Co., Chicago.—*Catalog of "Phoenix Metal Caps."*—Illustrated is the splendid catalog and description of the metal caps manufactured by the company. The book, which was briefly described in this column last month, is one of the finest which we have examined. It is really a collection of unretouched photographs, not only of the metal caps themselves but also of the complete process of their manufacture from first materials to the finished product. Bound in heavy paper with gold embossed title it tells the complete story of metal cap manufacture in the modern plant devoted to the metal industry. The first illustration is of towering piles of tinplate, most important cap material and then follow in order other important raw materials, lacquers and varnishes, gums, rubber, rubber composition, and liner materials, metal coatings and litho inks. Then come the important processes of manufacture, very briefly described in type but illustrated in such fashion that even the layman cannot help but be instructed and entertained. At the very close there are descriptions, specifications and handsome illustrations of the several types of caps manufactured by the company, each illustration showing also the type of container for which the particular type of cap is specially adapted. The photographers, Heetfield-Tillou Studios, have done their part in the production of the book but its conception, design and execution show much planning, thought and artistry on the part of the company and its talented advertising manager, H. J. Higdon, whose work is well known to our readers.

& Essential Oil Review

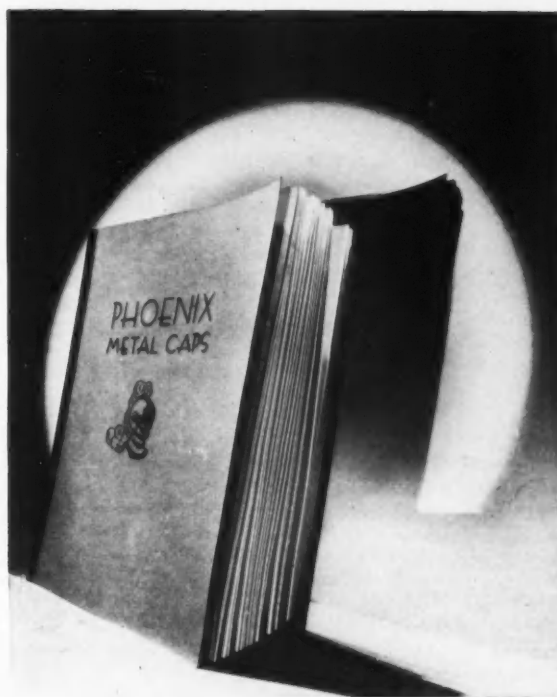
Majestic Metal Specialties, Inc., New York.—*Diary for 1932.*—This is a handsome "page a day" diary for 1932 bound in brown imitation leather with the seal of the company embossed in gold on the cover. The feature is the complete lack of flamboyant advertising about the company's products, a feature which in our opinion will result in more good for the company and its products than the reverse. We are pleased to make special acknowledgement of this handy and handsome little book.

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The Pfadler Co., Rochester, N. Y.—*Announcement of Order.*—The company through its president and general manager, Walter D. Phetepace, has announced that it had received the largest single dairy order ever placed in the history of the industry. The order comes from the Dairymen's League Co-operative Association whose headquarters are in New York City. Thirty-three 4,000 gallon and twelve 3,000 gallon glass lined steel milk storage tanks, having a total capacity of 170,000 gallons, are scheduled for shipment in the early spring. They will be used in various stations controlled by the League in New York State. All of this equipment will be built in the Rochester plant of The Pfadler Co.

* * * *

P. Robertet & Cie., Grasse, represented in United States and Canada by A. C. Drury & Co., Inc., Chicago.—*Catalog and price list.*—This very attractive price list consists of twelve large pages and cover. It contains a list of floral products manufactured by various processes, several special fixatives, a comprehensive list of essential oils, terpeneless essential oils, floral waters and sundries. Special mention is made of the com-



January, 1932

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pany's new line of colorless absolutes which includes *Cassie, Ciste, Fleur d'Oranger, Géranium, Jasmin, Jonquille, Lavande, Narcisse, Rose de Mai, Sauge Sclarée, Tubéreuse* and *Violette feuilles*; and colorless "Resinoïnes," among which are listed *Thé, Safran, Bois de Violette, Tabac, Vanille, Costus*. A page is devoted entirely to new products which includes colorless "Resinoïnes" of *Thé, Safran* and *Bois de Violette*, oil of *Bois de Violette* and white *Styrax absolute*.

The book is attractively bound and printed in two colors, black and light blue, and the cover is handsomely embossed with the company's name and a reproduction of its well known trade mark. The back cover contains a picture of the plant in Grasse.

* * * *

Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse; George Silver Import Co., New York.—*Catalog and Price List*.—This is a handsome loose leaf catalog printed by Draeger of Paris. Its cover consists of views of the flower fields and the company's ionone plant. Within are listed the company's products, presented in several convenient subdivisions. First is a list of synthetic chemicals and isolates consisting of a large number of items manufactured in its own laboratories with brief descriptive matter of each. Accompanying this list is a statement to the effect that other synthetics may also be secured although not mentioned in the catalog.

There follows a group of synthetic perfumes covering a wide range of popular odors and three subdivisions listing and describing perfumes for creams, for powder and for soap. Natural floral products including, absolutes, concretes, colorless absolutes manufactured by various processes from a wide range of flowers, are then listed. Resinoids, including special resinoids for soaps are given a page of description being listed in several groups according to their solubility in alcohol. Essential oils, both natural and terpeneless take up two pages and the catalog closes with special products derived from orris root and from oak-moss.

The special loose leaf device permits the addition of other pages and the whole is one of the industry's most useful and attractive catalogs.

* * * *

General Plastics, Inc., North Tonawanda, N. Y.—*"The Durez Molder"* for January.—This little house magazine contains much interesting material on many subjects not all of which is "Durez." This issue is attractively bound with silver cover. We enjoyed reading it.

* * * *

Envo Company, New York City.—*Circular on New Envelope*.—"We have developed a sift proof glassine envelope for sampling fine powders, such as face powder, body dusting powder, etc. The envelopes have an extra fold on top and bottom to prevent contents from sifting through. These can be furnished plain or printed in artistic designs. Samples are available to any manufacturer interested. This company is also headquarters for powder puff envelopes in Cellophane, which are now available in a large variety of sizes."

New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Terese Laboratories, Borough of Manhattan, N. Y., beauty products, \$20,000. R. E. Mebel, 16 Court street, Brooklyn, N. Y.

George P. Curran & Co., Borough of Bronx, N. Y., cosmetics, \$120,000. E. H. Cox, 120 Broadway, New York, N. Y.

Acme Distributors, Rochester, N. Y., beverages, syrups, 100 shares common stock. J. L. Rubenstein, Rochester, N. Y.

Michael Degypte, Borough of Manhattan, N. Y., cosmetics, 100 shares common stock. S. Fine, 165 Broadway, New York, N. Y.

Flavor Products Co., Philadelphia, Pa., vegetables, fruits, extracts, drugs, \$10,000. Capital Trust Co. A Delaware corporation.

A. G. Syrup Co., Borough of Bronx, N. Y., flavoring extracts, \$20,000. M. M. Bornfreund, 305 Broadway, New York, N. Y.

Picot Laboratories of Colombia, Inc., Wilmington, Del., medicines, chemicals, cosmetics, dentifrices, \$10,000. Filed by the company. A Delaware corporation.

The Seneca Co., Inc., Philadelphia, Pa., lotions, oils, beautifying materials, 1,000 shares common stock. Corporation Guarantee and Trust Co. A Delaware corporation.

Pacific Products Co., Wilmington, Del., soaps, soap substitutes, \$25,000. Corporation Service Co. A Delaware corporation.

Joy-Synth Co., Fort Worth, Texas, manufacture of toilet preparations, \$750. Incorporators: L. Kneisel, T. P. Finnegan and A. R. Epperson.

Minda Laboratories, Fort Worth, Texas, manufacture of cosmetics, \$500. Incorporators: J. Kneisel, T. P. Finnegan and A. R. Epperson.

Demureau Sales Co., 11 S. LaSalle street, Chicago, Ill., manufacture at wholesale and retail rouge, face powder, cosmetics, etc., 20 shares non par value. Incorporators: Ione F. Hewlett, Ward Ross and John W. Day. Correspondent, Haight, Adecock, Banning & Fathchild, 1041 The Rookery.

Drugkraft, Borough of Manhattan, N. Y., chemicals, cosmetics, \$10,000 preferred; 100 shares common. I. F. Becker, 233 Broadway, New York, N. Y.

Charles Dorn, Borough of Manhattan, N. Y., cosmetics, \$20,000. Attorneys' Albany Service Co., 299 Broadway, New York, N. Y.

Textile Soap & Chemical Co., Stonington, Conn., authorized capital is \$100,000, divided into 4,000 shares of common stock at \$25 par value, of which \$3,000 is paid in. The incorporators are William Butler, Clarence A. Reynolds and Charles H. Reynolds.

Business Troubles

Joseph Guardi, 480 Amsterdam avenue, New York, N. Y., druggist. Liabilities, \$34,314; assets, \$3,200. Principal creditors listed are: Knight Soda Fountain

Co., \$12,079 (creditor holds notes); Peerless Soda Fountain Service Co., \$3,015, partly secured.

Solomon Solowey, 94-40 210 street, Bellaire, L. I., N. Y., druggist. Liabilities, \$227,603.26; assets, \$50,375.

Isidore L. Kessler, 2709 Eighth avenue, New York, has assigned to William J. Blitman, 651 Saratoga avenue.

The Scientific Specialties Co., Inc., 12 East Twelfth street, New York, N. Y., has assigned to Richard J. Connolly, Port Chester, and Murray Berger, 70 St. Mark's Place, Brooklyn.

Max Kalmanor, 315 Coleridge street, Brooklyn, N. Y., pharmacist. Liabilities, \$11,501.67; assets, \$2,150.

Morris Burg, 240 Audubon avenue, New York, N. Y., pharmacist. Liabilities, \$60,192; assets, none. Principal creditors listed are Bronx Drug Co., \$3,656; Bessie Kalish, \$3,540; Louis Burg \$3,000; Gerard avenue and 167th street Corp., \$3,499; Schwartz & Rechtman, \$3,300.

Albert Berg, doing business as Berg Drug and Cosmetic Co., 290 Kings Highway, Brooklyn, N. Y., wholesale and retail drugs and cosmetics. Liabilities, \$11,373.77; assets, \$5,140.50.

Sydney E. Greenberg, 300 Gordon street, Stapleton, S. I., N. Y., retail drugs. Liabilities, \$7,499.54; assets, \$3,625. Judge Campbell has appointed Frederick W. Lahr, 36 Richmond Terrace, S. I., receiver.

Parfums Marlaine, Inc., New York, N. Y., merchandising perfumes, principal offices, 363 Fifth avenue and branch stores in Manhattan and Brooklyn, has assigned to Oscar J. Heig, 2 Rector street.

Manuel Simon, 8522 Fifth avenue, Brooklyn, N. Y., druggist, has assigned to J. Joshua Goldberg, 110 West 40th street, Manhattan.

Albert Lewis Kelter and Jacob Mortimer Glazer, 2 East 199th street, Bronx, drugs, has assigned to Joseph Klein, 10 East 40th street; Henry Brunell, 1501 Broadway, attorney for the assignee.

Sievers Drug Co., Chicago, Ill. Creditors include Congress Cigar Co.

Seto Process Co., 101 Garden street, North Bergen, N. J., soap manufacturers. Vice Chancellor Fallon has appointed Counselor Samuel M. Friedman receiver. Creditors include the City Chemical Co., \$505.33. Liabilities, \$5,000. Assets of the "frozen" variety.

Dexter Pharmacy, Inc., Buffalo, N. Y. Principal creditors include McKesson Buffalo Drug Co., Inc., \$13,058.52; Louis Morris, \$1,289.98.

Freeman Chemists, Inc., 494 Eighth avenue, New York, N. Y., drug store and luncheonette. Liabilities, about \$40,000; assets, about \$10,000. Creditors include Jacob Kaplan, \$350; Philip Tomashoff, \$711; Zelda Ruderman, \$2,200. Judge Patterson has designated the Irving Trust Co. as receiver.

Rose Dreyer, 2829 Myrtle avenue, Brooklyn, N. Y., trading as Priscilla Perfume Shop. Creditors include Richard Hudnut for \$296.19; Bourjois, Inc., \$199.18; Elias Conner, \$650.

American Aromatics, Inc., 40 Flatbush avenue, Brooklyn, N. Y., manufacturing organic chemicals. Liabilities, \$3,011.14; assets, \$2,856.

Samuel Salganik, 2935 Ocean Parkway, Brooklyn, N. Y., pharmacists. Liabilities, \$7,154.13; assets, none.

Isaac Luntz, 635 Sixth avenue, Brooklyn, N. Y., druggist. Liabilities, \$9,043.47; assets, \$75.

El Dorado Hosiery & Perfume Shop, Inc., 575 West 168th street, New York City, by Cheramy, Inc., for \$1,959; Richard Hudnut, \$3,981; Coty, Inc., \$3,912.

New Stadium Pharmacy, 98 East 161st street, New York, N. Y. Liabilities, \$43,511; assets, \$46,299, main item being fixtures, equipment and leasehold, \$39,121, subject to mortgage of \$28,500 held by Herman Rosenbaum.

Sethness Co., Chicago, Ill., flavoring extracts. C. O. Sethness, head of the company, has been appointed representative for the receiver.

International Drug Co., 143 Lenox avenue, New York, N. Y. Liabilities, \$14,118; assets, \$5,000, consisting of stock. The members of the firm are Hector A. Pietri and Nathan Wolf.

Sam Nemeth, 4328 Thirty-ninth Place, Long Island City, L. I., N. Y., fat and soap powders. Liabilities, \$3,764; assets, \$100.

The Elkins Stores Company, Inc., 1,216 Amsterdam avenue, New York, drugs and cosmetics, has assigned to Louis Moskowitz, 1834 Crotona avenue, Bronx, N. Y. Lake Street Drug Co., Chicago, Ill. No. schedules filed.

Elkin Stores, Inc., 1260 Amsterdam avenue, New York, drugs.

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

OUR illustration shows an installation of an automatic collapsible tube-filling, closing, clip-making and attaching machine, manufactured by the F. J. Stokes Machine Co., Philadelphia, in the plant of the Comfort Manufacturing Co., Chicago, Ill. Describing this installation, the Stokes company writes:

"This machine is filling a very heavy facial clay which, according to the user, cannot be handled satisfactorily on any other automatic machine. However, if desired, this same machine can be used for filling practically any semi-liquid or paste into tubes from 1½



inches up to 7 inches in length. But little time is required for 'change over.'

"Other leading plants have installed one or more of these machines for handling their various tube-filling jobs. They report a capacity of 140 gross of tubes per 8-hour day; a saving from the clip-making feature alone, of more than enough to pay the one operator's wages; clean, accurate filling; and a freedom from mechanical difficulties due to the rugged, simple design, which saves a large amount of time and trouble.

"The saving of \$2,500 which one user reported in one year indicates that this machine should quickly pay for itself out of economies effected."

New Pfaudler "Junior Series"

The Pfaudler Co., Rochester, N. Y., makers of all types of glass lined steel equipment, announces a new line of small glass lined containers, mixers, and storage tanks ranging in capacities from 5 to 50 gallons. The company writes:

"The new line, known as the 'Junior Series,' comes as a result of a demand over a period of several years, for small-size, but quality built equipment that would meet the most stringent sanitary requirements and yet still remain in a price class that would still permit its use for any operation, regardless of how small it may be.

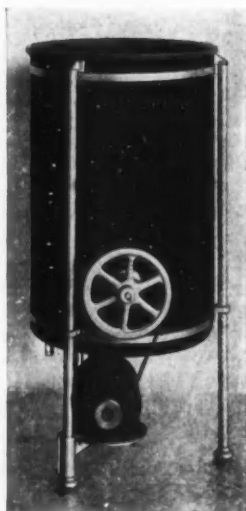
"The same acid-resisting glass enamel that has made

all Pfaudler equipment famous over a period of nearly 50 years is used on the Junior Series. This will permit its use for handling acid or neutral products, assuring sanitary protection and avoidance of acid reactions with metals.

The equipment is made of special drawn steel, lined with Pfaudler acid-resisting glass enamel, with an attractive black and white porcelain enameled exterior finish. Any size container may be had with or without legs, silver-plated bronze bushing outlet, silver-plated globe valve or ground key spigot, one-piece heavily tinned steel cover clamped glass lined steel cover (which makes container air tight) or gauge glasses. Where designed, an agitator may be had on any container with a motor drive.

"Some of the suggested uses for which the Junior Series is recommended include beverages, syrups, liquid food products, pharmaceuticals, biologicals, proprietary medicines, elixirs, U.S.P. Chemicals, perfumes, essential oils, lotions and toilet products, distilled water, mouth washes, edible acids, etc.

"An illustrated bulletin and prices may be had by writing direct to The Pfaudler Co., at its offices in Rochester, N. Y."



Protest on Manicure Sets

Samuel E. Bernstein et al., New York, in protest 472540-G, etc., claimed that manicure cases classified at 50 per cent ad valorem under paragraph 230 of the Tariff Act of 1922, or at 50 per cent under paragraph 230 of the Tariff Act of 1930 should be returned for duty at 20 per cent ad valorem and 5 cents per pound under paragraph 1305 of the Tariff Act of 1922 or paragraph 1405 of the Tariff Act of 1930.

The New York Mdse. Co., Inc., et al, New York, made a similar protest in protest 461669-G, etc.

Justice J. Sullivan, in T. D.'s 18018 and 18019 respectively, upheld the claims. In each case Abstract 6068 and Bernstein v. United States (T. D. 44800) was given.

Bergamot Consortium, Italy, Strengthened by New Law

The formation of a Consortium among bergamot producers and establishments of a general warehouse at Reggio Calabria under Royal Decree Law of March 30 and October 23, 1930, the object of which was to aid the bergamot industry by checking over production and reputed adulteration through standardization and more regular trade in the product, is reported to have been less effective than was hoped, owing to voluntary, rather than obligatory, membership. For this reason Royal Decree Law of October 15, 1931, was enacted making membership obligatory and authorizing fines and confiscatory measures for producers who fail to deliver their oil of bergamot to the Consortium.—(Commercial Attache Mowatt M. Mitchell, Rome).

Production of Cosmetics in Poland

	January-October	
	1930	1931
	Kilos	Kilos
Toilet soaps	2,100,000	1,950,000
Eau de Cologne	750,000	860,000
Dentifrices	458,000	395,000
Miscellaneous cosmetics	130,000	155,000
Perfumes	70,000	88,000
Total	3,508,000	3,448,000

There are five principal manufacturing companies producing cosmetics in Poland and a number of foreign companies have manufacturing branches, notably the French concern "Houbigant," the German "Odol," and "Chlorodont" companies.

Imports during the first 10 months of 1930 and 1931 were 135,100 kilos and 124,900 kilos, respectively.—(Commercial Attache Clayton Lane, Warsaw).

Synthetic Aromatic Imports Into Argentina Decline

In 1929 these products came chiefly from France and Germany, but also from the United States, Switzerland, the Netherlands, United Kingdom, Austria, Belgium, Spain, and Sweden.

	1929		1930	
	Kilos	Gold Pesos	Kilos	Gold Pesos
Synthetic perfumes				
Rose and musk	164	15,862	17	1,667
Nerolin, ylang ylang, violet, etc.	251	12,670	310	15,841
Other	38,669	504,378	24,469	315,219
Artificial fruit essences...	6,494	46,267	4,474	29,179

(Argentine gold p so 1929 = \$0.9513; 1930 = \$0.8351)

Canadian News and Notes

Toronto

THE Dominion Bureau of Statistics, Ottawa, announces that production of patent and proprietary medicines, as well as pharmaceuticals and similar commodities, fell off in value to \$17,768,806 in 1930 from \$19,038,894 in 1929. Of the 144 factories producing, 81 were in Ontario, 47 in Quebec, 7 in Manitoba, 3 in British Columbia, and 2 each in Nova Scotia, New Brunswick and Alberta.

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Miss Loretto Gibson, Lakefield, Ont., and A. E. Munro, London, were the gold and silver medalists at the junior exams, in this year's class at the Ontario College of Pharmacy, Toronto.

* * * *

The wholesale drug houses have established a group in the Toronto Hockey League. At present there are the Drug Trading Co., United Drug Co., and J. F. Hartz & Co., represented in the group.

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G. F. Sterne, of Sterne & Sons, chemical manufacturers, Brantford, Ont., was elected a member of the city council of that place at the recent municipal elections.

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National Silicates, Ltd., is the name of a concern just given a charter to establish a factory in Brantford, Ont. Complete plans will be announced later.

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A. C. Wheeler, travelling representative in Western Canada for Parfums d'Orsay, Montreal, died in Vancouver recently after only a few days illness.

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H. R. Hall, manager of Bauer & Black, Ltd., Canadian branch at Toronto, has recently covered the whole of Canada. He expresses himself as confidently optimistic over the outlook for the drug and chemical trade in Canada for 1932.

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E. H. Hosterman was elected president of the Ottawa Retail Druggists Association at its recent annual meeting.

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Geo. J. Robertson, for more than 25 years on the road for Parke, Davis & Co., dropped dead at his home in Hamilton, Ont., on December 17. He was 64 years of age.

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Life insurance on the group plan has been inaugurated by the Ontario Retail Druggists Association for the benefit of members.

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Chas. D. Daniel, president of the Toronto Pharmacal Co., Ltd., died at his home in Toronto on December 19. Mr. Daniel was born in Toronto 73 years ago and spent his whole life in that city. In 1896 he formed with the late Harry Sherris the Toronto Pharmacal Co., and was active in that company until five days before his death.

(Continued on Page 640)

Montreal

PRESIDING at the annual meeting of the Canadian Industrial Alcohol Co., Lord Shaughnessy said that the year had been one of great stress. He went on to say that the expenses of the company have been reduced by approximately \$250,000 per annum and that further economies amounting to \$210,000 a year are in prospect. The following directors were named, Lord Shaughnessy, L. V. Wright, J. G. Lawrence, A. M. Reaper, E. Lauster, C. G. Kaestner, J. Stormont, F. J. Flanagan, J. P. Masterman, G. A. S. Harris, W. Stormont, M. Haupt, S. G. Turnbull, C. C. O'Rourke and A. A. Strachan.

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Several members of the trade have died during the past month.

Moses Albert who had been engaged in Montreal as a druggist for a quarter of a century, and owned several branch stores, has died at the age of 54. A native of Toronto, he began his studies in that city before finishing his education at McGill University. He was a prominent Mason and was founder and treasurer of the Montreal Hebrew Free Loan Society. He is survived by a widow, and two daughters.



THE LATE MOSES ALBERT

Another well known Montreal druggist who has died, Thomas George Fletcher, had a store situated at 1323 St. Catherine street, Montreal. Before coming to Montreal, he had a business at Orangeville, Ontario. He received his education at the University of Toronto. A native of England, he came to Canada, when he was nine years old. He leaves a widow and a daughter.

Hector Barsalou, president of the J. Barsalou & Co., Ltd., soap manufacturers, who lived at 3425, St. Hubert street, Montreal, has died.

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The well known concern of Charles E. Frosst & Co., Montreal manufacturing pharmacists, has entered into a contract with the Metropolitan Life Insurance Co., to provide employes with pensions, in addition to group life insurance including total and permanent disability provisions.

According to the plan, life insurance will be provided from a minimum of \$800 to a maximum of \$3,000. To cover liabilities already accrued under the scheme, the company has turned over to the insurance concern some \$70,000.

The schedules provide for past service and future service retirement benefits. Past service benefits amount to one per cent of an employee's annual salary

as at July 1, 1931, multiplied by the number of years of service prior to that date. Future service benefits, purchased jointly by the company and the employees, amount to one and a half per cent of each employee's annual salary, multiplied by the number of years of service, beginning July, 1931. An employee's full annuity becomes payable at a normal retirement age of 65, although earlier or later retirement, with the benefits adjusted accordingly, may be arranged by mutual consent.

* * * *

At the annual luncheon given by Charles E. Frost & Co., 120 employees were the guests of the directors of the firm. As the function coincided with the festive season, the new cafeteria, where the function was held, was decorated with Christmas decorations. Among officials of the company present were Charles E. Frost, president; Eliot S. Frost, vice-president; John B. Frost, secretary; N. C. Mules, superintendent; W. H. Crossley, assistant sales manager. Mr. Crossley thanked the directors and Eliot Frost responded. Dr. George W. Holden, of the scientific department, gave several songs.

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Damage has been caused at the Popular Pharmacy, of 4818 St. Denis street, through fire. It started in the cellar, which was gutted and spread to the store and adjoining lunch counter.

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A report from Ottawa shows that the number of factories in Canada making proprietary and patent medicines, pharmaceuticals, etc., is steadily mounting and the total now has reached nearly 150 with a yearly output of nearly \$18,000,000.

Toronto

(Continued from Page 639)

He was a member of the Toronto Board of Trade, Canadian Pharmaceutical Manufacturing Assn. He was secretary of the Philharmonic Society and for 40 years an officer of Sherbourne Street United Church. He is survived by his widow, Mrs. G. W. Daniel; a daughter, Mrs. Remy; and a son, Chas. E. Daniel.

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The Pharmaceutical Association of British Columbia has established offices at 142 W. Hastings street, Vancouver.

* * * *

James Sloan, druggist of Stratford, Ont., was fined \$10 in court for not keeping proper records of sales of rubbing alcohol. The charge was laid under the Ontario Liquor Control Act, which states that all druggists selling rubbing alcohol must keep a record of all purchases.

* * * *

E. H. Hosterman was elected president of the Ottawa Retail Druggists Assn., at the recent annual meeting.

* * * *

McGillivray Bros., Ltd., Toronto, held its annual sales convention during the Christmas-New Year's week at Yardley House. T. A. McGillivray, president, was in the chair at the meetings. The concluding function was a banquet and dance held for all employees in Yardley House, amid Christmas decorations.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

"Bost". Toilet preparations. Ross H. Lindsay, Toronto, Ont.

"Gelex". Depilatories and deodorants. Kora M. Lublin, New York City.

"A Oritz y Palacios". Soaps. A Oritz y Palacios, Fuencarral, Province of Madrid, Spain.

Device of a girl seated on a pony. Toilet preparations. Potter & Moore, Ltd., Lavender House, Tyssen St., Dalston, London, England.

Label having a yellowish background and the words "Potter & Moore's" and "Mitcham Lavender". Lavender water. Potter & Moore, Ltd., Lavender House, Tyssen St., Dalton, London, England.

"Comtesse D'Orsay"; "Le Jardin D'Orsay". Toilet preparations. Parfums D'Orsay, Ltd., Montreal, Que.

Label which in use forms the two sides of a cover of the receptacle containing the goods; "Papier Poudre" and "Nail Polish". Nail polish. Papier Poudre Ltd., 46 Baker St., London, W., England.

"Worth"; "Je Reviens". Toilet preparations. Societe Worth, Paris, France.

"Leroy Cosmetique". Toilet preparations. Russell Leroy Towle, Winnipeg, Manitoba.

"Septisol". Liquid Soap. Vestal Chemical Co., St. Louis, Mo.

"Master Barber". Shaving cream, shaving soap, and face lotions. Andrew William Young, Toronto, Ont.

"Lormel". Toilet preparations. The Starr Phonograph Co. of Quebec, Inc., Montreal, Que.

"Listerine". Tooth paste and powder, shaving cream, antiseptic deodorant and germicide. Lambert Pharmaceutical Co., a corporation of Delaware, having its principal office in the city of Wilmington, Del., and manufacturing establishments in St. Louis, Mo., and Toronto, Ont.

"Uniformity"—"Efficacy"—and "Reliability"; "Uniformité"—"Efficacité" and "Sécurité" and the firm name "E. R. Squibb & Sons of Canada, Ltd." Toilet Preparations and laundry and perfumed soaps. E. R. Squibb & Sons of Canada, Limited, Toronto, Ont.

PATENTS

317,767.—Metal soap. Antoine-Cyprien Gillet, Bordeaux, Gironde, France.

318,005.—Massage cream dispenser. Harry R. Priest, Londonville, Ohio.

318,389.—Paste soap distributing apparatus. Suzanne Blanche Alice Martinache, nee Corroyer, Acyen-Multien, Oise, France.

318,399.—Manufacture of toilet and beauty preparations. Aubert Farent, Paris, France.

318,484.—Detergent Composition. Quigley, Co., Inc., New York City, assignee of Louis T. Bussler, Aston, Md.

INDUSTRIAL DESIGNS

Jar or similar article, having a substantially polygonal cross section. Capstan Glass Co., Connellsville, Pa.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,836,400. Manufacture of Soaps. August Ruppert, Frankfort-on-the-Main, Germany, assignor to I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-the-Main, Germany, a Corporation of Germany. Filed Nov. 12, 1928. Serial No. 319,013, and in Germany Nov. 15, 1927. 2 Claims. (Cl. 87—16.)

1,836,561. Closure for Containers. Earl C. Van Valkenburg, Babylon, N. Y. Filed July 2, 1929. Serial No. 375,537. 4 Claims. (Cl. 221—60.)

1,836,722. Vanity Box. Simon Morrison, New York, N. Y. Filed May 6, 1931. Serial No. 535,436. 14 Claims. (Cl. 132—83.)

1,836,811. Cap Connector for Containers. Edward

K. McNeal, Forestville, N. Y. Filed Sept. 17, 1928. Serial No. 306,500. 8 Claims. (Cl. 221—60.)

1,836,832. Cosmetic Compact. Butler Ames, Lowell, Mass. Filed Sept. 24, 1929. Serial No. 394,845. 5 Claims. (Cl. 132—82.)

1,836,833. Applicator Pad for Cosmetics. Butler Ames, Lowell, Mass. Filed Sept. 24, 1929. Serial No. 394,846. 8 Claims. (Cl. 132—78.5.)

1,837,010. Production of Pure Glycerine. Eugen Bernhard, Frankfort-on-the-Main, and Guenther Kunze, Oppau, Germany, assignors to I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-the-Main, Germany. Filed Feb. 28, 1930. Serial No. 432,260, and in Germany Mar. 14, 1929. 6 Claims. (Cl. 87—4.)

1,837,722. Vanity Case. John L. McAtree, Brooklyn, N. Y., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Nov. 28, 1928. Serial No. 322,524. 8 Claims. (Cl. 132—83.)

1,838,384. Closure for Collapsible Tubes. John Frohmann, St. Louis, Mo. Filed May 16, 1931. Serial No. 537,920. 5 Claims. (Cl. 221—60.)

1,838,390. Container. Herman W. Goosmann, Grand Rapids, Mich., assignor to Sem-Pray Jo-Venay Co., Grand Rapids, Mich., a Corporation of Michigan. Filed Aug. 11, 1928. Serial No. 298,891. 1 Claim. (Cl. 206—56.)

1,838,465. Manufacture of Esters of the Borneols. Karl Stephan and Fritz Ulfers, Berlin-Charlottenburg, Germany, assignors to Schering-Kahlbaum Aktiengesellschaft, Berlin, Germany. Original application filed Mar. 30, 1926. Serial No. 98,625, and in Germany Apr. 11, 1925. Divided and this application filed Dec. 9, 1929. Serial No. 412,928. 6 Claims. (Cl. 260—99.)

1,838,697. Vanity Case. John L. McAtree, Brooklyn, N. Y., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Aug. 7, 1929. Serial 384,129. 5 Claims. (Cl. 132—83.)

1,838,758. Lipstick Case and Fabric Wiper. Sadie Greenwald, Brooklyn, N. Y. Filed Apr. 3, 1930. Serial No. 441,269. 5 Claims. (Cl. 132—82.)

1,839,021. Collapsible Tube Cap. Charles Foti, Arnold, Pa., assignor of one-eleventh to Antonio Saulle, one-eleventh to Giuseppe Tamburo, one-eleventh to Domenick Verteramo, one-eleventh to Menotti Guidice, one-eleventh to Bruno Gatto, one-eleventh to Settimio

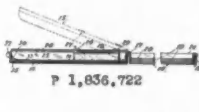
PATENTS



P 1,836,811



P 1,836,561



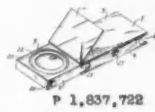
P 1,836,722



P 1,836,832



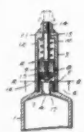
P 1,836,833



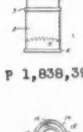
P 1,837,722



P 1,839,073



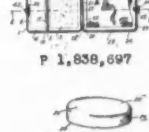
P 1,838,384



P 1,838,390



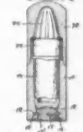
P 1,838,758



P 1,838,697



P 1,840,194



P 1,839,548



P 1,840,021



D 85,733



D 85,734



D 85,737



D 85,828



D 85,838



D 85,926



D 85,917

Porco, Arnold, Pa., one-eleventh to Salvatore Tamburo, one-eleventh to Giuseppe Tamburo, one-eleventh to Rocco Miraglia, and one-eleventh to Antonio Gatto, New Kensington, Pa. Filed Dec. 23, 1930. Serial No. 504,394. 2 Claims. (Cl. 221-60.)

1,839,073. Perfume Dispenser. Leonard Kay Wright, Jackson Heights, Long Island, N. Y., assignor of twenty-two per cent to Nicholas Di Marco, twenty-two per cent to Vincent Camizzi, and twenty-two per cent to Henry Viscardi, Corona, N. Y. Filed Aug. 28, 1928. Serial No. 302,620. 6 Claims. (Cl. 299-24.)

1,839,482. Method of Making Container Covers. John M. Hothersall, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Sept. 26, 1929. Serial No. 395,274. 8 Claims. (Cl. 113-51.)

1,839,548. Lip Stick Holder. Alexandre Gimonet, Arrochard, N. Y. Filed Sept. 27, 1929. Serial No. 395,619. 6 Claims. (Cl. 206-56.)

1,840,021. Closure. Winfred M. Brooks, West Orange, N. J. Filed Apr. 2, 1931. Serial No. 527,139. 1 Claim. (Cl. 215-46.)

1,840,194. Closure Device. Thomas M. Hahn and Karl Schneider, Lexington, Ky., assignors of one-third to William S. Webb, Lexington, Ky. Filed Apr. 10, 1930. Serial No. 443,216. 3 Claims. (Cl. 221-60.)

Designs Patented

85,733. Case for Toilet Accessories and the Like. Paul C. Delaize, New York, N. Y., assignor to D'Orsay Perfumeries Corporation, New York, N. Y., a Corporation of New York. Filed July 15, 1931. Serial No. 40,554. Term of patent 7 years.

85,734. Cover for a Powder Box. Paul C. Delaize, New York, N. Y., assignor to D'Orsay Perfumeries Corporation, New York, N. Y., a Corporation of New York. Filed July 15, 1931. Serial No. 40,555. Term of patent 7 years.

85,737. Flaconette. Maggy Besançon de Wagner, Paris, France, assignor to Lenthéric, Incorporated, New York, N. Y., a Corporation of New York. Filed Feb. 25, 1930. Serial No. 34,649. Term of patent 14 years.

85,828. Powder Puff. Joseph Jacobs, Bridgeport, Conn., assignor to The A. J. Donahue Corporation, Milford, Conn., a Corporation. Filed Oct. 14, 1931. Serial No. 41,386. Term of patent 14 years.

85,838. Jar or Similar Article. Olbert C. Noble, Washington, Pa., assignor to Tygart Valley Glass Company, Washington, Pa., a Corporation of West Virginia. Filed Oct. 20, 1931. Serial No. 41,454. Term of patent 7 years.

85,917. Jar or Similar Container. Helen Dryden, New York, N. Y., assignor to Lady Esther Company, Chicago, Ill., a Corporation of Illinois. Filed Nov. 4, 1931. Serial No. 41,616. Term of patent 3½ years.

85,926. Jar. Edwin Wendell Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio. Filed Oct. 27, 1930. Serial No. 37,397. Term of patent 14 years.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

293,891, 293,893, 293,895.—Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepst von Ferd. Mulhens, Cologne, Germany. (July, 1928.)—Perfumery and toilet preparations.

295,996.—Beaver Chemical Works, Beaver Dam, Wis. (Under 10 year proviso. May 1, 1928.)—Powdered soap, paste soap, and powdered general cleaning compound.

300,030.—Jacob S. Polefsky, New York, N. Y. (Feb. 15, 1930.)—Flavoring extracts.

306,382.—The Fair, Chicago, Ill. (Mar., 1922.)—Cleansing fluid.

310,396.—The Mel-O-Dee Co., Ltd., Chicago, Ill. (Oct. 11, 1930.)—Cosmetics.

310,580.—Tiedemann & McMorran, San Francisco, Calif. (Jan. 2, 1925.)—Food flavoring extracts.

311,392.—Graeff Miller, New York, N. Y. (Sept. 3, 1930.)—Facial creams.

313,026.—Bieber & Co., Chemische Fabrik G. m. b. H., Lorrach, Germany. (Sept. 7, 1920.)—Medicines, additions, and extracts for baths.

313,457.—V. Vivaudou, Inc., New York, and Long Island City, N. Y. (June 1, 1923.)—Toilet preparations.

313,945.—Worcester Salt Co., New York, N. Y. (Under section 5b of the act of 1905, as amended in 1920. Oct. 11, 1930.)—Tooth paste, tooth powder, mouth wash.

314,112.—The Halligan Corp., Davenport, Conn. (Under section 5b of the act of 1905, as amended in 1920. 1887.)—Flavoring extracts.

315,063.—The Peteb Corp., New York, N. Y. (May 20, 1931.)—Cleansing cream.

315,949.—Viviny Perfumers, Inc., doing business as Viviny Laboratories, West Haven, Conn. (Apr., 1926.)—Dentifrices.

316,055.—Jack L. Sinykin, doing business as Cinderella Cosmetics, St. Paul, Minn. (Apr. 12, 1931.)—Hair tonics.

316,590.—Howard S. Grove, doing business as Howard S. Grave Co., Los Angeles, Calif. (Jan. 5, 1931.)—A cosmetic in cream form for the lips.

316,897.—Simon Rosenfeld, doing business as 4 Seasons Products Co., New York, N. Y. (Jan. 1, 1930.)—Depilatory.

317,170.—Gemsco, Inc., New York, N. Y. Mar., 1929.)—Saddle soap.

317,192.—Alexander A. Petit, New Bedford, Mass. (Apr., 1929.)—Dentifrice.

317,317.—Jack & Jill Health Products, Inc., New York, N. Y. (Jan., 1926.)—Baby powder, mouth wash, alcoholic rubbing compound, and massage cream.

317,440.—Mary Nolan Cosmetics, New York, N. Y. (Oct. 1, 1930.)—Toilet preparations.

317,558.—Harry Hirschfeld, New York, N. Y. (Jan., 1930.)—Toilet preparations.

317,581.—Abraham Weiner, Paterson, N. J. (Apr., 1930.)—Toilet preparations.

317,621.—Jeanne V. Goldsmith, doing business as Terri Cosmetics, New York, N. Y. (Apr. 10, 1931.)—Lip stick.

317,886.—Apex Products Corp., Chicago, Ill. (Apr. 2, 1931.)—Liquid soap.

317,907.—Michael B. Sween, Englewood, N. J. (Apr. 22, 1931.)—Fluid compound of pine extract to be mixed with bathing water as a means for alleviating rheumatic pains and aching of the human body.

318,267.—Julius L. Bischof, doing business as Mercuroma Co., St. Louis, Mo. (Sept. 1, 1930.)—Antiseptic solution for mouth wash, gargle, cuts, and bruises.

318,587.—F & P Chemical Corp., New York, N. Y. (May 15, 1928.)—Cleansing compounds for cleaning and washing purposes.

318,593, 318,594.—Hypochlorite Products Corp., Buffalo, N. Y. (Aug. 14, 1931.)—Hypochlorite solutions.

318,772, 318,773, 318,774, 318,775, 318,776, 318,777.—Earnshaw Knitting Co., Newton, Mass. (Aug. 19, 1931.)—Castile soap for first three, sterilized baby powder for last three numbers.

318,958.—Spoonier, Inc., New York, N. Y. (Dec. 15, 1930.)—Toilet preparations.

319,003.—Superior Laboratories, doing business as Pacific Pharmacal Laboratories, Los Angeles, Calif. (Feb. 10, 1931.)—Powdered henna, bay rum, oil of wintergreen, Eucalyptus oil, oil of almonds, rose water, oil citronella, liquid petroleum, witch hazel, hydrogen peroxide, rubbing alcohol compound, and deodorant.

319,006.—Thrifty Drug Co., Ltd., doing business as Thrifty Drug Stores, Los Angeles, Calif. (Nov. 1, 1928.)—Pharmaceutical preparations, cosmetics.

TRADE MARKS

RETA TERRELL
M 289,962



310,396

WORCESTER
313,945

PUREQUILL
314,112

Mary Nolan
317,440



318,587

THRIFTY
319,096

Pro Fume
320,900
320,901
"LE JARDIN"
DORSAY
320,330



320,538

Sentinel

Suds
320,562

XLint
320,966

TRE-MO
321,185

LE ROUGE ET LE BLEU
321,235

FLIEURS PRISONNIÈRES
321,236

J.C. LOCKE'S
Steam Refined
M 290,260



300,030

SOLA-GLO
315,063

317,192

ISO-SUDZ
317,886

DAG
318,593



Vanta
318,772
318,775

"LE JARDIN"
DORSAY
320,329

FACTOR
320,402

MAX
320,403



CAPS
320,662



320,977

LA BELLE AUDE
321,237

MINT COOL
M 290,253



293,893

Pinaron
313,026

Torriskik
317,621

MERCUROMA
318,267



319,003



320,182

T.Z.L.B.
320,365



320,784



321,178

BESTONE
321,414



293,895

ABOVE
PAR
310,580

CEDESCO
304,362



318,773
318,777

Vanta
318,774
318,776

LOVLAY
319,820

KLEARIT
319,937

tetra
320,382



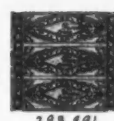
318,594

LASCO
321,028



321,078

321,208



293,891

315,949

GOLF
316,055

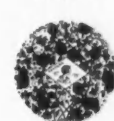
Dr. Earle's Prescription
BABY

CASTILE SOAP
M 289,968

Djer-Kiss
319,387

Barbara Gould
319,654

CHACON
319,830



320,183

KARESS
320,226

REVEILLE
321,174



321,177

ETLIN
321,247



215,996

4 SEASONS
316,897

Sportsman
317,170

EUCERIN
319,639



319,774

Clarisse
319,804



319,952



318,958

AMOROC
320,319



321,179

321,207



311,392

SVAM
313,457

316,570

317,581



317,317

317,558



317,707

319,301



320,778



320,812

FRAVIA
320,856

319,674

Absorbine
320,962

319,301.—Sylvia Ulback, Los Angeles, Calif. (Sept. 3, 1931).—Face cream, face and hand lotion, toilet water, face powder, lip stick, rouge, and perfumes.
319,639.—P. Beiersdorf & Co., Inc., New York, N. Y. (Sept. 22, 1931).—Base for ointments.
319,654.—Barbara Gould, Ltd., New York, N. Y. (Jan., 1931).—Tissue paper used for skin cleaning purposes.
319,674.—Vadco Sales Corp., New York and Long Island City, N. Y. (Sept., 1927).—Powder boxes, puff boxes, cream jars, and atomizers.
319,774.—Gold Dust Corp., New York, N. Y. (Mar. 3, 1931).—Washing powders.

319,804.—Continental Lacquer Corp., Baltimore, Md., and Wilmington, Del. (Feb., 1931).—Liquid nail polish, liquid polish remover, and liquid cuticle remover.
319,820.—The F. W. Fitch Co., Des Moines, Ia. (May, 1927).—Hair dressing.
319,830.—Edward Shinkel, New York N. Y. (Nov. 3, 1927).—Toilet preparations for scenting, beautifying, and preserving the skin, hair and nails.
319,837.—Vadco Sales Corp., New York and Long Island City, N. Y. (Apr. 25, 1928).—Flavoring extracts.

(Continued on Page 648)

Reports on Markets and Crops

New York Market Report

BUSINESS in essential oils has been quiet during the last few weeks. Inventories and year end operations have as usual had their effect upon volume and have also affected prices on a few items although probably not as much as is usual at this time of the year. Very limited buying has been in evidence and such changes as have taken place in the price levels have been generally toward lower levels. Floral products have shown very little change with inquiry light and quotations subject to slight shading on firm orders. The citrus group has been weak throughout. Lemon has been firm but orange is on the weak side although not actually lower. Details of new contract terms for the sale of California citrus oils are reported on page 647. Bergamot remains steady but at very low levels. Seed and spice oils have tended lower, led by cloves, which is a weak item. Some business for forward delivery in this material has gone through at very low levels. Celery, cinnamon and nutmeg are also lower. Domestic oils have been featured by lower levels for mint oils both in New York and at primary points and by further shading of wormseed which is in very light demand.

Synthetics and Derivatives

The market has been quiet for materials moving into the perfumery and toilet goods branches, but there has been a fair call for synthetics from some of the newer industrial uses. The broadening of demand for perfume and odor covering products for use in other industries has saved this section of the market from at least a part of the weakness noted in essential oils and strictly cosmetic and flavoring ingredients. The first two weeks of the new year, however, have been very quiet, as is quite usual in the market. Sellers, however, anticipate more inquiry during the next few weeks for stocks in the hands of consumers are known to be at low levels. Prices have made no substantial changes during the last few weeks, although occasional shading on actual orders has been rumored.

Vanilla Beans

A dull market with little of interest taking place from the standpoint of either contract or local business is the general report. Mexican beans continue reasonably steady and well controlled. Bourbons, however, partly on account of the low quality of many offerings, are mentioned at prices almost unheard of in the history of the market. Good quality beans have been affected by these very low prices and the result has been a market satisfactory to no one, least of all to the importer and dealer.

Crude Drugs and Sundries

A few year end bargains have been reported in crude drugs and sundries from the hands of resellers, but in general the position of the market is not greatly different from that of last month. Prices have been somewhat unsettled and business continues routine.

Floral Crops in Southern France

GRASSE, January 7.—The approach of the end of the year has not brought our market those elements necessary to an improvement in the situation. Dullness and a tendency toward weakness persists in practically all of our products. Requirements which are usually in evidence at this time of the year for replenishing stocks in the hands of dealers have not made themselves felt, and this absence of orders contributes to the maintenance of the market for raw materials and essential oils at its present low point. There has been only the fluctuation in exchange rates which from time to time bring modifications in prices of imported materials. However, if the course of the pound sterling especially seems uncertain, the Draconian measures taken in Great Britain are momentarily stabilizing this currency to the benefit of some oils such as anise, Bourbon, geranium, lemongrass and bergamot which have been quoted at very uncertain prices.

From the standpoint of the weather, December showed a marked drop in temperature. While the maximum was not more than three degrees different from that of November, the minimum dropped to as low as 27 degrees F. as against 41 degrees F. the preceding month. The fall in temperature was especially marked from the 17th to the 22nd of the month. During the night of the 17th snow fell in the mountains and even in the heights back of Grasse. Following this we have noticed morning frosts in the lower places bringing some damage to the market gardens. The floral cultivations do not seem to have been affected enough to be noticeable up to the time of writing this report. With this cold weather we have had bright days. The skies have been clear and bright sunny days have favored the completion of work in the fields which was retarded during the last two weeks in November by the rainy weather.

Cassie

As we have said in our November report, of the two varieties of cassie growing in the region between Grasse and the coast, the cassie *Ancienne* is gradually disappearing. The severe cold which has been felt in this region in certain rigorous winters has accomplished the beginning of their destruction and has, as in the case of orange flowers, brought about the disappearance of a great part of the *Acacia Farnesiana* in the region of Vallauris, Le Cannet and Mougins. This particularly tender variety will not stand temperatures of 23 or 25 degrees F. without great damage, and the young plants will not stand such temperatures at all. Accordingly producers, seeing the young plantations again destroyed by frost, are abandoning this cultivation at great expense to production. And it is a great pity, for this sharp curtailment in production favors the adoption of cassie products derived from the plants native to the Eastern Mediterranean basin

(Continued on Page 648)

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.75
Sweet True	.48@	.55
Apricot Kernel	.30@	.35
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.20@	2.80
Angelica	22.00@	35.00
Anise, U. S. P.	.45@	.50
Araucaria	1.75@	1.85
Aspic (spike) Spanish	.55@	.65
French	.70@	.90
Balsam Peru	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil	50.00@	
Bay	1.95@	2.15
Bergamot	1.95@	2.40
Birch, sweet N. C.	1.85@	2.10
Penn. and Conn.	2.50@	3.50
Birchtar, crude	.15@	
Birchtar, rectified	.50@	.55
Bois de Rose	.65@	1.30
Cade, U. S. P.	.30@	.35
Cajeput	.60@	1.10
Calamus	3.00@	
Camphor "white"	.20@	.25
sassafrassy	.24@	.26
Cananga, Java native	1.80@	2.00
rectified	2.15@	2.40
Caraway	1.70@	
Cardamom, Ceylon	20.00@	30.00
Cascarilla	65.00@	
Cassia, 80@85 per cent	.85@	
rectified, U. S. P.	1.05@	1.15
Cedar leaf	1.00@	1.15
Cedar wood	.37@	.43
Cedrat	4.15@	
Celery	7.25@	8.50
Chamomile (oz.)	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	8.00@	13.50
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.38@	.45
Java	.58@	.63
Cloves Zanzibar	1.20@	1.35
Cognac	22.00@	28.00
Copaiba	.63@	.70
Coriander	4.40@	4.75
Croton	3.85@	4.00
Cubebs	2.85@	3.10
Cumin	7.25@	7.75
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.15@	3.40
Elemi	1.45@	
Erigeron	1.10@	1.25
Estragon	38.00@	
Eucalyptus	.34@	.38
Fennel, Sweet	1.15@	1.30
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose,		
Algerian	4.15@	4.40
Bourbon	4.15@	4.40
Spanish	16.00@	
Turkish	2.30@	2.60
Ginger	4.40@	4.75
Gingergrass	3.00@	3.15
Grape Fruit	3.40@	3.70
Guaiac (Wood)	2.85@	

Hemlock	.90@	1.00
Hops (oz.)	10.00@	14.00
Horsemint	4.25@	
Hyssop	24.00@	
Juniper Berries	1.60@	2.00
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	2.20@	3.50
Lemon, Italian	.86@	1.15
Calif.	.78@	1.00
Lemongrass	.48@	.60
Limes, distilled	8.50@	10.00
expressed	12.00@	15.00
Linaloe	1.90@	2.20
Lovage	27.50@	
Mace, distilled	1.10@	1.20
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	10.00@	12.00
artificial	1.60@	1.85
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure	150.00@	215.00
Petale, extra	180.00@	275.00
Niaouli	3.45@	
Nutmeg	1.20@	1.40
Olibanum	6.50@	
Orange, bitter	2.20@	3.00
sweet, W. Indian	1.65@	2.15
Italian	1.75@	2.20
Spanish	2.65@	2.75
Calif. exp.	1.90@	2.05
dist.	.90@	1.00
Origanum, Spanish	1.45@	
Orris root, con. (oz.)	6.25@	8.00
Orris root, abs. (oz.)	70.00@	90.00
Orris Liquid	18.00@	25.00
Parsley	8.00@	9.25
Patchouli	5.00@	6.00
Pennyroyal, American	1.85@	2.15
French	1.15@	
Pepper, black	9.00@	
Peppermint, natural	1.35@	1.60
redistilled	1.60@	1.70
Petitgrain	1.10@	1.45
French	2.10@	2.60
Pimento	1.60@	2.00
Pine cones	3.00@	
Pine needle, Siberia	.64@	.70
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French	.45@	.55
Spanish	.38@	.43
Rue	3.15@	
Sage	3.00@	
Sage, Clary	22.00@	37.50
Sandalwood, East India	7.50@	8.00
Australia	5.90@	6.60
Sassafras, natural	1.15@	1.85
artificial	.29@	.34
Savin, French	2.20@	2.55
Snake Root	9.25@	11.00
Spearment	1.35@	1.50
Spruce	.90@	1.00
Styrax	12.00@	
Tansy	2.30@	2.60
Thuja	1.75@	

Thyme, red	.50@	.75
White	.95@	1.25
Valerian	8.00@	10.00
Verbena	3.75@	7.00
Vetivert, Bourbon	4.75@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.80@	2.00
Wintergreen, Southern	4.00@	
Penn. & Conn.	7.75@	8.50
Wormseed	2.15@	2.50
Wormwood	4.20@	4.50
Ylang-Ylang, Manila	25.00@	32.00
Bourbon	5.25@	9.00

TERPENELESS OILS

Bay	5.25@	5.75
Bergamot	8.00@	10.00
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	7.75@	16.00
Lime, Ex.	65.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	5.00@	6.00
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	3.10@	3.60
Alcoholic	3.50@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	4.60
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.15@	3.50
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	20.00@	40.00
C 9	40.00@	70.00
C 10	30.00@	50.00
C 11	35.00@	60.00
C 12	25.00@	50.00
Aldehyde C 8	50.00@	
C 9	70.00@	125.00
C 10	50.00@	82.00
C 11	40.00@	75.00
C 12	75.00@	105.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	20.00@	40.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.40@	1.75
Amyl Cinnamate	2.50@	
Amyl Cinnamic Aldehyde	4.25@	6.00
Amyl Formate	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate	2.50@	3.00	Beeswax, white	.40@	.46
Amyl Salicylate	1.15@	1.45	Methyl Benzoate	1.85@	2.25	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate	3.00@		Bismuth sub-nitrate	1.35@	1.40
Anethol	1.20@	2.00	Methyl Eugenol	3.80@	7.50	Boric acid, ton	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Heptene Carb.	20.00@	36.00	Calcium, phosphate	.08@	.08%
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.40@	4.50	Methyl Octine Carb.	24.00@	32.00	Sulfate	.03%@	.04
Benzylidenacetone	2.50@	4.00	Methyl Paracresol	4.65@	6.00	Camphor	.53@	.65
Benzyl Acetate	.70@	.85	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Alcohol	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	20.00@	
Benzyl Benzoate	1.05@	2.00	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03 1/2@	.06 1/2
Benzyl Butyrate	5.50@	6.25	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Cinnamate	7.00@	9.00	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Formate	3.35@	3.60	Nerolin (ethyl ester)	1.50@	1.75	Citric acid	.35@	.40
Benzyl Iso-eugenol	18.00@	27.00	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzyl Propionate	2.00@	5.50	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Clay, colloidal	.03@	.03 1/2
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde	.07@	
Bromstyrol	4.00@	5.00	Ether	7.00@	8.00	Fuller's Earth, ton	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	.90@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white	.20@	.22
Carvol	3.75@	4.25	100%	8.50@	10.50	amber	.09 1/2@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	3.00@	4.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate	8.50@	12.50	Sumatra	.40@	.45
Cinnamic Aldehyde	2.75@	4.25	Phenylethyl Alcohol	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Propio-			Hydrogen peroxide	.05@	.08
Citral C. P.	2.60@	3.00	nate	18.00@		Kaolin	.06@	.08
Citronellol	2.65@	3.25	Phenylethyl Valerate	20.00@		Labdanum	3.50@	5.50
Citronellal	2.85@	3.25	Phenylpropyl Acetate	12.00@	14.00	Lanolin, hydrous	.18@	.20
Citronellyl Acetate	4.50@	8.00	Phenylpropyl Alcohol	9.00@	14.00	anhydrous	.20@	.23
Coumarin	4.00@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	12.00@		Magnesium, Carbonate	.08@	.09
Dibutylphthalate	.30@	.36	Rhodinol	8.00@	20.00	Stearate	.22@	.30
Diethylphthalate	.32@	.37	Safrol	.32@	.36	Sulfate	.02 1/2@	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Musk, ounce	20.00@	30.00
Dimethyl Hydroqui-			Skatol, C. P. (oz.)	7.00@	10.00	Oils, vegetable (See Soap Sec.)		
none	4.00@	6.00	Styralyl Acetate	20.00@		Olibanum, tears	.16@	.35
Dimethylphthalate	.50@	.60	Styralyl Alcohol	20.00@		siftings	.12 1/2@	.16
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	Orange flower water,		
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymene	.35@		Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Orris root, powd.	.20@	.75
Ethyl Benzoate	1.45@		Vanillin (clove oil)	5.15@	6.00	Paraffin	.03 1/2@	.05
Ethyl Butyrate	1.25@		(guaiacol)	4.65@	5.25	Patchouli leaves	.21@	.75
Ethyl Cinnamate	4.00@		Vetiveryl Acetate	21.00@	25.00	Petrolatum, white	.06 1/2@	.10 1/2
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha	5.00@	10.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Potassium, carbonate	.13@	.16
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Quince seed	1.15@	1.35
Eucalyptol	.75@	1.00	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Eugenol	3.10@	4.00				Rhubarb root, powd.	.28@	.50
Geraniol, dom.	2.00@	6.00	BEANS					
Geranyl Acetate	2.90@	4.00	Tonka Beans, Para	1.00@	1.25	Rice starch	.12@	.15
Geranyl Butyrate	5.00@	10.00	Angostura	2.00@	2.15	Rose leaves, red	.85@	1.25
Geranyl Formate	4.25@	10.00	Vanilla Beans			pale	.40@	.50
Heliotropin, dom.	2.10@	2.40	Mexican, whole	3.75@	5.00	Rose water, gal.	1.25@	
foreign	2.50@		Mexican, cut	2.25@	2.75	Salicylic acid	.40@	.45
Hydratropic Aldehyde	25.00@	27.50	Bourbon, whole	1.05@	2.00	Sandalwood, chips	.45@	.50
Hydroxycitronellal	3.60@	10.00	South American	2.50@	3.00	Saponin	1.75@	
Indol, C. P. (oz.)	2.65@	5.00				Soap, neutral white	.19@	.23
Iso-borneol	2.30@		DRUGS AND SUNDRIES					
Iso-butyl Acetate	2.65@		Acetone	.11@	.15	Sodium, Carb. crys.	.01 3/4@	.02 1/4
Iso-butyl Benzoate	2.75@	3.25	Alcohol, 190 proof, gal.	2.42@	2.56	Phosphate, tri-basic	.03 1/2@	.04
Iso-butyl Salicylate	3.00@	6.00	Almond meal	.21@	.25	Spermacetti	.22@	.25
Iso-eugenol	4.00@	4.50	Alum, potash	.03 1/4@	.03 1/2	Styrax	.40@	3.35
Iso-safrol	1.75@		Aluminum chloride	.10@		Sulfur, precip.	.17@	.20
Linalool	2.15@	3.00	Ambergris	32.50@	Nom.	Tartaric acid	.27@	.30
Linalyl Acetate 90%	2.50@	2.75	Balsam, Copaiba	.24@	.30	Titanium oxide	.22@	.25
Linalyl Benzoate	10.50@		Peru	1.65@	2.00	Tragacanth, No. 1	1.20@	1.50
Linalyl Formate	10.00@	12.00	Tolu	1.10@	1.35	Triethanolamine	.45@	.50
Menthol, Japan	3.65@	4.15	Fir, Canada, gal.	12.00@	12.50	Venice turpentine, gal.	.30@	
Synthetic	3.00@	4.00	Oregon	1.50@	1.75	Vetivert root	.30@	
Methyl Acetophenone	3.00@	3.50				Violet flowers	.95@	1.15
						Zinc, Peroxide	.18@	.21
						Oxide	.13 1/2@	.15
						Stearate	.21@	.28

Flavoring Extract Section

Official Report of the Soda Water Flavors Manufacturers' Association

SINCE our last month's report of the activities of the National Manufacturers of Soda Water Flavors Association, matters more or less of a routine nature have chiefly occupied the attention of the executives. The president, J. B. Whitton, and the secretary, Thomas J. Hickey, as well as the other officers and members of committees, are constantly on the watch for matters pertaining to the interests of the members, and anything of a legal nature that affects the industry or any one of its members will be brought to the attention of the association immediately.

New Sales Method for California Lemon Oil

The authorized agents of the California Fruit Growers Exchange for the sale of California oil of lemon have announced a new selling method which will take effect immediately. On all lemon oil sold and delivered before October 31, 1932, a bonus of 33 1/3% in oil will be given to the buyer.

An example of how this method will work out in actual practice would be as follows: A manufacturer needing 100 lbs. of California lemon oil would order that quantity from the recognized agent. The 100 lbs. of oil would be shipped but the customer would be billed for only 75 lbs. of oil at the regular prevailing price.

This method of selling has been adopted to meet existing conditions in the market for oil of lemon, and the California Fruit Growers Exchange reserves the privilege of withdrawing the offer without previous notice. It applies both to contracts extending until October 31 and to spot purchases made during the time when the plan is in effect.

Marking of Imported Lemon Oil

In the synopsis T. D. 45217 of decisions on marking of imported articles to indicate the country of origin under section 304 of the Tariff Act of 1930 there was one item on "Lemon oil not legally marked." The containers of a shipment of lemon oil were marked only with the word "Manchester." It has been uniformly held that the name "Manchester" is not sufficient for the purpose of indicating the country of origin. It is held that the merchandise should not be released until the containers are properly marked to show the country of origin, for example, "England" or "Product of England." This was included in a letter to collector of customs, Philadelphia, Pa., dated October 23, 1931.

Official Report of the Flavoring Extract Manufacturers' Association

SINCE our last month's report of the Flavoring Extract Manufacturers' Association of the United States, E. L. Brendlinger, president, has sent out a notice that the Association's annual meeting and convention will be held at the Hotel Madison, Atlantic City, N. J., June 13, 14 and 15.

A report on the slack-filled package bill (H. R. 5640 by Haugen) was sent out in circular 366 as follows:

"The above bill (H. R. 5640) was introduced in the House of Representatives on December 15, 1931, by Congressman Haugen. It is known as the 'Slack-Filled Package Bill,' which has been pending in Congress for the past several sessions.

"This bill seeks to amend the Federal Food and Drugs Act so as to declare food misbranded, 'if it be in a container made, formed, or shaped so as to deceive or mislead the purchaser as to the quantity, quality, size, kind, or origin of the food contained therein.'

"The bill also declares food misbranded 'if in the package form, and irrespective of whether or not the quantity of the contents be plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count, as provided in paragraph 'Third', the package be less than filled with the food it purports to contain in such a manner as to deceive or mislead purchasers. In construing and applying this provision reasonable variations shall be permitted and also due allowance shall be made for the subsequent shrinkage or expansion of the food which results from a natural or other cause beyond reasonable control.

"Paragraph 'Third' referred to in the above quotation, is that provision of the Federal Food and Drugs Act which requires food in package form to be labeled to show weight, measure or numerical count of the contents.

"The bill has been referred to the Committee on Agriculture."

Another circular letter, No. 365, was sent out advising the members of the outcome of the McCormick & Co., et al. vs. W. G. Brown State Prohibition Commissioner, et al. case in West Virginia which case was reported in the December issue of THE AMERICAN PERFUMER.

In Circular 367, the new ruling Number Six issued by W. G. Brown, State Commissioner of Prohibition for West Virginia was given. This listed the products falling under the classifications of "Liquors," the sale of which is prohibited, etc.

Patents and Trade Marks

(Continued from Page 643)

- 319,937.—Herbert E. Manvel, doing business as Holmes Chemical Co., New York, N. Y. (Sept. 24, 1931.)—Preparation for the treatment of psoriasis and of the scalp.
- 319,952.—Rose K. Trattner, doing business as "Rose Trattner", Los Angeles, Calif. (Oct. 1, 1931.)—Face cream.
- 320,056.—George P. Moore, Greenfield, Mass. (June 1, 1931.)—Shaving preparation for preparing the face for shaving.
- 320,182, 320,183.—Alonso Y Arenas, Habana, Cuba. (Jan., 1928, and July, 1930, respectively.)—Toilet powder, toilet talc, perfume essences and toilet lotions.
- 320,226.—Bourjois, Inc., New York, N. Y. (Jan. 1, 1921.)—Toilet preparations.
- 320,319.—Carl E. Schlegel Drug Stores, doing business as Schlegel's Drug Stores, Davenport, Ia. (Apr. 21, 1930.)—Witch hazel extract, and henna powder.
- 320,329, 320,330.—D'Orsay Perfumery Corp., New York, N. Y. (Sept. 1, 1931.)—Toilet preparations and soaps respectively.
- 320,365.—The Manhattan Chemical Mfg. Co., Inc., New York, N. Y. (1924.)—Powder for use on the human body to relieve chafing, etc.
- 320,382.—The Tefra Co., Wilmington, Del. (Oct. 1, 1931.)—Toothpaste.
- 320,402, 320,403.—Max Factor & Co., Inc., Los Angeles, Calif. (Sept. 12, 1931.)—Toilet preparations.
- 320,538.—B. Beddow and Sons, Ltd., doing business as Properties, London, England. (Oct., 1887.)—Leather and saddle soap, being a dressing for leather.
- 320,622.—Acorn Sales Corp., Tulsa, Okla. (July 9, 1931.)—Closure caps for collapsible tubes.
- 320,652.—The Warren Soap Mfg. Co., Inc., Boston, Mass. (Sept. 29, 1931.)—Soap.
- 320,778.—Edward S. Cockle, doing business as Bromo-O-Doro Co., New York, N. Y. (June 15, 1931.)—Deodorant.
- 320,784.—Robert J. Kideney, Ontario, Calif. (June 26, 1931.)—Oil shampoo.
- 320,812.—Elizabeth Arden, Inc., New York, N. Y. (Oct. 11, 1931.)—Lipsticks.
- 320,844.—C. W. Beggs, Sons & Co., Chicago, Ill. (Sept. 3, 1931.)—Shampoo preparation.
- 320,900, 320,901.—Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik. "Glockengasse No. 4711" Gegenüber der Pferdepost von Ferd. Mulhens, Cologne, Germany. (May 12, 1928.)—Toilet preparations and soaps respectively.
- 320,962.—W. F. Young, Inc., Springfield, Mass. (July 1, 1931.)—Soap.
- 320,966.—Frank Ferrante & Co., Binghamton, N. Y. (Oct. 1, 1931.)—Hair tonic.
- 320,977.—Eau de Cologne, Inc., New York, N. Y. (Dec. 1, 1930.)—Toilet preparations.
- 321,028.—Los Angeles Soap Co., Los Angeles, Calif. (Jan., 1910.)—Soap.
- 321,078.—The Odell Co., Inc., Newark, N. J. (Jan. 15, 1930.)—Treatment for dandruff applied as a hair tonic.
- 321,174.—Oreste Scioscia, doing business as Nu-Vita Laboratories, North Side Pittsburgh, Pa. (Apr. 6, 1931.)—Mouthwash and face lotion.
- 321,177, 321,178, 321,179.—Terri Cosmetics Corp., New York, N. Y. (May, 1931; Nov., 1927; Nov., 1927.)—Toilet preparations.
- 321,185.—Paul E. Bennett, doing business as Tre-Mo Laboratories, Toledo, Ohio. (Nov. 7, 1931.)—Mouth wash.
- 321,207, 321,208.—Lanman & Kemp-Barclay & Co., Inc., New York, N. Y. (Under 10-year proviso. 1894.)—Soaps.
- 321,235, 321,236, 321,237.—Amorskin Corp., Wilmington, Del., and New York, N. Y. (1931.)—Perfumery.
- 321,247.—Etienne Gosselin, doing business as Etlin Products Co., Lowell, Mass. (Sept. 10, 1931.)—Flavoring extracts for foods.

Floral Crops of Southern France

(Continued from Page 644)

which are far from having the quality responsible for the just fame of the *cassie ancienne* of Grasse.

It seems that the present crop should be normal in spite of the difficulty experienced in selling the production, manufacturers having limited their buying to absolute needs which are more than low. Naturally the price fixed for both types of flowers takes into account the year's difficulties. Producers last year were able to realize only very small profits at levels of 20 francs for *cassie Ancienne* and 10 francs for *cassie Romaine*, and it is certain that the present prices of 9 francs and 5 francs, respectively, will lead only to greater discouragement.

We can already count upon a low market on all *cassie* products in spite of the fact that stocks while sufficient to take care of the demand of buyers, are of little importance and would melt away rapidly if there should be any revival of business.

Mimosa

Blossoming which was advanced this year is now slackening on account of the lower temperature especially in the region of Pegmoas-Mandelieu, which is particularly exposed to the cold weather. It is still too early to forecast the situation in this flower by reporting on its use in perfumery which will not use it until the end of February.

Rose

Rose bushes have benefitted from the rains which we had at the end of November. Some leaves are already appearing on this year's new shoots.

Lavender

The efforts of distillers, who last September preferred to withdraw their oil from the market rather than to sell it at the levels which could be secured at that time, have come to nothing. Little by little the trend has been downward and we now find ourselves with a minimum price which is still little sustained on account of a more and more pronounced drop in business.

Aspic

In contrast with lavender and for different reasons, native oil is gradually climbing to a height comparable to the oil distilled in Spain.

321,414.—Bes-Tone Laboratories, Ltd., New York, N. Y. (Nov. 16, 1931.)—Hair Tonics, etc.

Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:

- M289,982.—Reta Sloan, doing business as Reta Terrell, Chicago, Ill. (Serial No. 307,329. Oct. 1, 1927.)—Toilet preparations.
- M289,988.—Ben Cisenfeld, Baltimore, Md. (Serial No. 319,281. Sept. 9, 1929.)—Castile soap.
- M290,253.—Florian, Inc., Detroit, Mich. (Serial No. 307,092. Aug. 11, 1930.)—Shaving cream.
- M290,260.—Luckel, King & Cake Soap Co., Portland, Ore. (Serial No. 318,065. Jan. 1, 1901.)—Soap.

Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

Rancidity in Oils and Fats

A. TAFFEL and C. Revis (*J.S.C.I.*, 1931, 50, 87—91T) describe a modified form of the Kreis test. A simple and rapid quantitative method for determining the degree of rancidity in oils and fats has been worked out. It depends on the fact that peroxides liberate free iodine quantitatively from barium iodide in glacial acetic acid solution, and that the iodine set free by peroxides present in rancid oils is prevented, by the presence of barium iodide, from attacking the double linkings in the oil molecule. By the use of this method it has been shown that oils such as groundnut oil, which have become rancid at temperatures up to at least 60°, contain a form of peroxide which is rapidly reduced by hydriodic acid. Oils which have become oxidized at fairly elevated temperatures, e.g., 120°, contain a mixture of these easily reducible peroxides together with some other form of active oxide which is reduced only with difficulty, while oils which have been air-blown at 170° contain practically only the latter type and very little of the former type. The intensity of the Kreis reaction is correlated with the amount of easily reducible peroxides in an oil. The difficultly reducible peroxides have no connection with the Kreis reaction. The Kreis reaction is not an infallible test for rancidity, while the new methods appear to be of universal application.—*J.S.C.I.*, Vol. 50, No. 24, 1931, p. 550.

Tooth Paste Purchases Increase

Europe and Canada increased tooth paste purchases from the United States in 1930 over 1929. Other bright spots in this export business were South American and Caribbean countries, which were less than 2 per cent under their 1929 record. South Africa, Australia, and New Zealand make the least favorable showing, partly explained by the opening of branch factories in those markets. Far Eastern markets curtailed purchases only 12 per cent, and Central American, 15 per cent. Totals for 1929 and 1930 were \$2,532,000 and \$2,274,000, respectively.

Kelp Production, Japan

A specie of seaweed, named "Kombu" said to be related to the kelp of the United States Pacific Coast, was produced to the extent of over 460,000,000 pounds in Japan in 1929, according to the Japanese Department of Agriculture and Forestry.—(*Consul E. R. Dickover, Kobe*).

Preserving Soaps

V. BOULEZ was the first to show the protective action of an anti-oxidation material and in his studies on the action of these materials he decided upon certain sulphur compounds as the most effective. The most important among them was the sodium thiosulphite, and a more active combination which, for the most part, consisted of sodium thiosulphite, to which he gave the name of "Antoxyl." These materials are cheaper than soap and adding same in small amounts the costs of production are reduced. Many years' experience has borne out the active part played by these anti-oxidation materials, which assist in manufacturing enduring soap. They likewise permit the use of machines which quicken the production, but which many soap manufacturers have had to dispense with because the soap they produced would not hold for any length of time. By using anti-oxidation materials the opportunity is opened up for the soap industry to take a long stride forward, especially in the manufacture of perfumed soaps.—*Perf. & Essen. Oil Rec.*, Vol. 22, No. 3, pp. 89-90.

Dog Fat

Dog fat is the subject of a paper by J. Pritzker and Rob. Jungkunz. Dog fat has various applications in folk medicine. On this account, these investigators examined various specimens of this fat, with the following results:

Seven samples of dog fats, prepared by themselves, and two samples of dog fats of the commercial variety, were carefully tested. The characteristic test figures for dog fat are found to coincide, by and large, with those of hog fat or lard. An exception, however, is found in the difference in melting points, per Boemer (*Boemer Index*), the melting point for dog fat being lower than for lard. This finding can be used to ascertain, to a certain extent, whether dog fat has been adulterated with lard.

With the help of the *Boemer Index* and the Grossfeld process for separating the solid fatty acids from the liquid, and by means of fractionated crystallization per Kreis, it was found possible definitely to establish when commercial dog fat has been adulterated with lard. The Grossfeld method led to the further conclusion that dog fat, like hog fat, contains no unsaturated solid fatty acid.—*Seifensieder-Zeitung*, Vol. 58, No. 35, 1931, p. 583.

To live on less and still have a cheerful heart, is not only an achievement—it is an art.—*The Silent Partner*.

Hints for the Soap Manufacturer

Amount of Caustic Alkali Allowable and the Effect of Acidity on the Quality of Soaps

by Dr. F. Davidsohn and E. F. Better

IN an article which recently appeared in THIS JOURNAL we discussed incomplete saponification as a cause of rancidity in soap. There are so many reasons which may lead to the spoiling of soap which has the best outward appearance, that in order to avoid the inconveniences of complaints from the consumer it is of great import for the soap-maker to be made acquainted with them all. We quote W. H. Simmons as our introduction to the subject of this article. He writes in the *Manufacturing Chemist* of April, 1931, "This whole question of excess alkali in toilet soap has been the subject of much discussion recently, not only in this country, but in Germany and in America. The importance attaching to complete saponification of the fat during the strengthening change has been recognized for many years, but there has been an insistence that toilet soaps must be absolutely free from caustic alkali. There seems now, however, to be a definite reaction against this latter view. In the recently published specification for soaps issued by the Technical Co-ordinating Committee on General Stores and published by H. M. Stationery Office, toilet soaps are allowed to contain up to 0.1 per cent free caustic alkali, calculated as Na₂O and a similar standard has been fixed by the New Zealand Government and by the U. S. Bureau of Standards. Davidsohn, writing in the *Seifensieder-Zeitung*, recommends that for a toilet soap to keep well it should contain about 0.2 per cent free caustic alkali during the drying operation and further many perfumery materials are distinctly acid, so the addition of perfume to a soap will probably neutralize some alkali, while if the soap is already neutral it may liberate free fatty acids and so lead to rancidity."

It cannot be stated too often that fear of having too much free caustic alkali in soap causes more trouble than the advantage of having the soap completely neutral. It is a great mistake to think that a soap showing no free alkali upon analysis must be neutral. Such a soap is acid and produces by analysis an acid value. How acidity affects the qualities of soap, we will discuss in the material to follow.

The saponification reaction, acting as a basis of the balance between sodium hydroxide fat and soap (Sodium Hydroxide + Fat = Soap + Glycerine), cannot be completed if no excess of caustic alkali has been used. In any case the fat must be saponified with an excess of caustic alkali. On the other hand, a soap which contains no free caustic alkali tends toward the opposite reaction; that is, to develop free fatty acids. Soaps containing free fatty acids are liable to become rancid by the autoxidation of these fatty acids, especially if they are unsaturated.

We will now discuss the question of how much free caustic alkali a well boiled soap should contain. We have to consider all the factors which may interfere

after the boiling process with the alkali. The first of these factors is the carbon dioxide in the atmosphere. Estimating how much caustic alkali will be lost during the drying operation, it becomes evident that a content of 0.02 per cent free caustic alkali as NaOH for fresh soap is not enough. The process whereby the carbon dioxide forms sodium carbonate with the free caustic alkali ($2 \text{ NaOH} + \text{CO}_2 = \text{Na}_2\text{CO}_3 + \text{H}_2\text{O}$) does not stop after the neutralization of the free NaOH, but continues by interfering with the neutral soap as well and delivering free fatty acids from the combined alkalies.

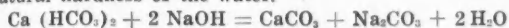
Another important point to be considered on this subject is the fact that many of the perfumes used for soap perfuming are acid and present a perceptible neutralizing value. In this way one part of free caustic alkali will be slowly neutralized during the storage period after perfumes of this kind have been used. Still another danger for this free caustic alkali is present in the use of certain super-fatting materials. The attention of the soap-maker must therefore be drawn to the fact that super-fatting materials sometimes contain unsaponified-saponifiable matter which can easily consume the slight excess of alkali. Using practical experiences as a criterion it can be said that the lower limit of free caustic alkali as NaOH should not be less than 0.03 per cent.

Requirements of a Dried Soap

There is a certain optimum for the content of free caustic alkali for dried soap. It should range from 0.03 to 0.1 per cent. More than 0.1 per cent NaOH is dangerous to soap for various reasons. The appearance of perfume spots, especially if musk ambrette, musk xylol, coumarin, heliotropine, aubepine, etc., have been used, were observed in a number of cases. The reasons for not exceeding the higher limit of NaOH in soap is the same as that which does not allow a high content of salt in soap. It may be said as a general statement that too great an amount of electrolytes in soap make it liable to sweating. This movement of water toward the surface of the soap causes the appearance of unsaponified matter together with soap containing the unsaturated fatty acids, because these are more readily soluble in water than the saturated types. The presence of unsaponified fat and unsaturated soaps on the surface offers an excellent opportunity for the soap to become rancid. The maximum range content of free NaOH should therefore not be exceeded in any case.

Common sense tells us that toilet soaps should not bite. Many of the buying public would be surprised to hear that the "bite" in soap is not caused by the content of free alkali. On the contrary, in many cases the biting or burning soaps show upon analysis that they are decidedly on the acid side. As a result many

today are inclined to believe that the real cause of "bite" in soaps may eventually be traced to the free fatty acids in soap rather than the free caustic alkali. It can hardly be considered probable that the skin can be injured during the washing process. The amount of dry matter in the soap foam according to Prof. Unna is only about 10 per cent. As a result the amount of free alkali on the skin, washed with soap, must be approximately one-tenth of the free NaOH contained in the soap. This minute quantity of NaOH can very easily be neutralized by the lime or magnesia carbonates contained in the water or in other words by the natural hardness of the water.



Since nobody washes with distilled water the presence of these salts in all tap water is very probable.

As to the "bite" coming from the free caustic alkali liberated by hydrolysis we quote from McBain, who has shown by experiment that "the maximum amount of hydrolysis occurring through the use of any commercial soap at the ordinary concentration (0.2 to 0.4 per cent) is very small." A concentration of 0.2 to 0.4 per cent only indicates conditions used in the laundry. Soap used for washing the body has a concentration of 10 per cent and as a result the hydrolysis must be even less than that observed by McBain. Providing saponification has been complete and the soap contains the proper amount of free alkali, one cannot be in this case absolutely sure that the soap will keep well without becoming rancid. The quality of the soap in this regard depends upon the selection of the raw materials to a great extent and if made from poor materials, even if it is completely saponified, will not produce a satisfactory quality.

Up to a few years ago fatty acids themselves were used in large quantities in the European soap industries. These materials were reclaimed in most cases from neutral fat by the process of saponification under pressure. It is a remarkable fact that soaps manufactured from such fatty acids would never keep their color very well and showed brown or yellow spots upon the surface after a short period.

As a matter of fact the severe process of cleavage, which the fatty acids must undergo during pressure and high temperature in the presence of chemicals, must of necessity affect the composition of the compounds and it is easy to understand why such raw material is more susceptible to oxidation and rancidity than the neutral fats which do not pass through such a process. This is the reason why the German soap industry in the last decade is using only neutral fats. The low price of glycerine is also a contributing factor for the decline of the fat-splitting industry in Germany.

The use of hardened fats for toilet soaps is an intensively discussed subject in Europe. There has existed a certain fear toward hardened fats in the soap industry. In later years, however, since the oil hardening industry has improved its methods, no bad experiences have been occasioned by the use of hardened fats. In Russia particularly large quantities of hardened fat are being consumed for the making of toilet soaps. A specialist in soap making from this country has stated no ill effects could be discerned. The chief

improvement in the production of hardened fats of today, as compared to those in the past, consists in their complete freedom from metallic catalyzers which are used in the process of hydrogenation. It is a well known fact today that these metallic catalysts, if allowed to remain in the fat, have an ill effect on the soaps manufactured with them.

It has been observed in many soap factories during the last few years that yellow spots appear on the surface of soaps high in free alkali which have been pressed in bronze dies. This effect on copper is increased on the surface of the soap if the dies are cleaned in salt water. In several cases a glycerine solution in water has been used for cleaning the dies and it has been observed that soaps pressed with these glycerine treated dies do not show ill effects. It may be concluded, therefore, that certain metals if dissolved in salt act as catalysts for the production of rancidity by the process of autoxidation.

Experiments by Wittka are showing that not all metals have the same effect on soap and that they can be arranged in a table according to their strength as catalyzers in the following order: Copper, cobalt, iron, nickel, manganese, mercury, lead and tin.

Copper and iron are, therefore, two of the most dangerous metals in soap making and their presence in soap must be avoided.

The classes of fats for soap making fall into five different groups. In the first group we include tallow and the various kinds of hardened fats. These materials are according to Wittka not liable toward rancidity if properly selected, thoroughly saponified and free from metal catalysts. The soaps made from them keep well and do not change their color unless brought into contact with metals as catalyzers.

The second group, olive oil, peanut oil and sesame oil, is a group of liquid oils whose iodine values lie between 60 and 110. Their soaps tend to change from a white to a yellowish soap on the surface. They are also slightly inclined toward rancidity. If the metallic catalysts are present rancidity develops rapidly. Sesame oil is more liable than peanut oil and peanut oil more liable than olive oil.

The third group includes the drying oils, as for example linseed oil. The use of these oils for toilet soap making would be a catastrophe. Linseed oil consists largely of unsaturated fatty acids, inclines toward autoxidation and rancidity more rapidly than all raw materials used in soap making.

In the fourth group of raw materials he includes the fats and oils of high saponification value like coconut oil. These are not easily influenced by oxidizing agents. They may be separated under certain conditions into the lower fatty acids like capronic acid, etc. The odor of the free fatty acids of this kind reminds one of rancidity. We can, therefore, state that although the oils of this group do not incline toward rancidity by autoxidation, they will spoil the perfume of the soap under certain conditions because of the poor odor of certain fatty acids separated from them.

The fifth class of raw materials contains the different kinds of resins. According to Wittka Greek resin is the most dangerous to the white color of toilet soaps. Resins are used by small groups of manufacturers as fixative for the perfumes.

Price Factor in Raw Materials for Soap Manufacture

by Paul I. Smith

LIKE most other industrialists, the soap manufacturer is greatly influenced in his choice of raw materials by the current market prices of those products. In these days of keen competitive trade there are few soap makers who can afford to ignore economy and to adhere rigidly to proven formulas which necessitate the use of expensive oils. Of course it is not always possible or advisable to reverse working formulas or to make drastic changes in manufacture with the sole idea of cutting production costs. These expedients may be successful in one direction, but if the substitution is too generous or unsuitable, important characteristics of the soap, such as color, smell, solubility and consistency may be so altered that the soap will lose its valuable selling appeal. Certain proportions must naturally be maintained between oils and fats of widely different constitution and characteristics. This is absolutely essential in order to ensure successful manufacture. The important query is: How far can proportions of expensive oils and fats be reduced and cheaper products substituted without injuring the finished soap? A very difficult question to answer. Indeed the only way to answer it is to carry out a series of practical experiments to determine the results of suggested substitutions.

In the case of popular, much advertised soaps it is very difficult to change working formulas and to introduce cheaper oils without in some way altering the finished product. All changes must be executed very skilfully, as even slight differences in smell or water content may be noticed by the retail purchaser. Lack of confidence in a firm may easily and fatally result from lack of uniformity in its productions. The public is very particular about this uniformity of production. They like to know that a commodity purchased today will be exactly the same as one bought a month ago. This of course applies more to successful and widely used soaps. Indeed it is doubtful if the manufacturer of a very popular soap is likely to gain in the long run by alterations in production prompted solely by economical reasons. If the revised blending of raw materials is going to be perceptible in the finished soap then it is not to be recommended. It is impossible to be too emphatic concerning the importance of treading warily in this delicate matter of introducing cheap oils and fats into the kettle.

During recent years research work in well equipped laboratories has rendered possible many successful introductions of cheap oils and fats into the blend of raw materials. Science and expert technical experiments afford the only reliable guides for the manufacturer who desires to effect safe economies. The works chemist should always collaborate with the expert technologist who can interpret the former's discoveries in a practical manner. In the case of cheap lines it is unnecessary to be too particular concerning changes of the oil blend. Providing of course proportional alterations are carefully made there is little risk of detection or complaint.

During the recent years we have noticed the great

influence of the price factor in the choice of raw materials. In this country and Europe generally, vegetable oils have supplanted oils and fats of animal origin. This change has been rendered possible by the ample supply and the low price of palm kernel and coconut oils. A number of very popular soaps are now made from vegetable oils and fats and their vegetable origin is stressed in advertisement announcements for these soaps. In America, tallow is still the most plentiful and the cheapest raw material for the soap manufacturer, though hardened whale oil is replacing it in larger quantities. According to the Tariff Commission, 291 million pounds of tallow were used for soap making in 1925. It is interesting to note that 200 million pounds of coconut oil were used in the same year. There seems little doubt that the future will witness the greater use of vegetable oils in America, but this will not be possible until the prices of these materials drop a few cents lower than tallow.

Determination of Unsaponified Oil in Soap

E. L. Smith in (*Analyst*, 1931, 56, 9—14) states that the soap is decomposed by boiling with dilute hydrochloric acid and 1 g. of the resulting fatty acid is dissolved in 60 cc. of 65 per cent alcohol and 1 cc. of 1:1 ammonia solution; the development of an opalescence or turbidity within 10 minutes indicates the presence of more than 0.025 per cent of unsaponifiable oil. The test may be made quantitative by using 2.5 g. of fatty acid and 2.5 cc. of 1:1 ammonia solution and diluting to 100 cc. with 99 per cent alcohol. Four 20-cc. portions are transferred to test tubes and the remainder is titrated with water to incipient turbidity. The four portions are then treated with volumes of water 0.1 to 0.5 cc. less than that required in the first test; from the volume of water required just to produce a turbidity in 5 minutes the oil content is read off a previously prepared calibration curve drawn from results obtained with standard mixtures of oil and fatty acid.—J. S. C. I., Vol. 50, No. 14, 1931, p. 306.

Toiletry Exports Up 11 Per Cent

September exports, valued at \$1,023,560, were 11 per cent above the August figure and higher than any other month in the year except March. Items showing an increase were: Toilet soap, perfumery, dental creams, other dentifrices, face powders, compacts, vanishing creams, lotions, lipsticks, manicuring preparations, depilatories, and deodorants.

In the first 3 quarters of 1931, total soap and toiletry exports were \$8,845,508 against \$10,423,563 for the same 1930 period. Depilatories, deodorants, and hair preparations show a notable gain:

	Exports During First 9 Months	
	1930	1931
Soaps	\$4,577,898	\$3,410,933
Perfumery and toilet water	197,474	109,011
Dental cream	1,657,980	1,619,246
Other dentifrices	205,501	129,912
Toilet powders	1,073,753	928,649
Creams, rouges, lipsticks	1,474,233	1,451,207
Manicuring preparations	382,499	304,179
Depilatories and deodorants	104,981	342,580
Hair preparations	259,971	292,139
Other	491,373	257,653

Color Measurement of Oils and Fats*

by G. Greitemann

THE color-measurements of oils and fats is done with color-glasses or with comparison liquids. Color-glasses are used in the Lovibond-Tintometer, the only apparatus, which obtained international importance. In comparison the liquids chiefly used so far are solutions of iodine and bichromate and mineral oils.

The Lovibond-Tintometer, by which color is measured by a combination of color-glasses, is widely distributed in the international oil trade and without doubt will stay that way for a while. But the apparatus has to be eliminated for our unit methods, because it is too expensive for general use. Besides that, the measurement with this apparatus has its deficiencies.

Very useful for the same purpose is the Stufenphotometer (Gradationphotometer) with outfit set VIII, which ascertains the penetration of light for both ends and the center of the spectrum. But this apparatus is also too expensive for general use. Cheap colored disks-colorimeters, which were offered during the last years, have not proved useful, on account of insufficient correctness of measuring. We can introduce a method of color-measurement, which we can procure with little expense and which gives sufficient accuracy of measuring, if we attach less value to color-tone than to strong color. For this comparison—liquids are sufficient. By using different liquids we would be able to fix the color-tone also. In the interest of simpleness of the method we should confine ourselves to the measurement of color-strength. The color-strength will be sufficient in most cases for the oil trade. It also has the advantage that it doesn't work with the combination of different color-tones, whose co-operation can not be figured out, but forms an idea of the decisive color-strength in an arithmetical progression of numbers with a fixed number. Besides the calibrated number, one can easily state the color tone, how it shows itself to the eye. In certain cases there can be used, besides that, the Lovibond-Tintometer or the Stufenphotometer. For the establishment of the standard method we can renunciate these measurements.

According to these statements I propose to undertake the color-measurement with a standard liquid of various concentrations. From the so far proposed comparison liquids, the most fitted is the water solution of potassium iodide. It is the most suited in color-tone, it is also sufficiently stable if the escape of iodine or oxidation are avoided. E. Fonrobert has in his lecture before the Fachgruppe Fettchemie (group of professional fat chemists) in 1925 and through different publications called attention to solutions of iodine as a comparison for color-measurement. Fonrobert defined the color number, as the number which states how many milligrams of free iodine are contained in 100 cc. of a water solution of potassium iodide. I propose as a definition on account of experiments which I carried out together with Dr. Rosenbaum, Cleve, as follows:

The color number is the number which states how

*Chem. Umschau (1929).

many mg. of free iodine are contained in 10 cc. of a water solution of iodine-potassium iodide from the same deepness of color as if it were measured by a layer-depth of 25 mm.

The statement of milligrams of iodine in 10 instead of 100 cc. is chosen because the color numbers of the edible fats as well as most of the non-edible fats lie within this range, that is below 100. Therefore for light oils the color-number is stated in 1/10 units.

Dark oils in the color-number run up to 250.

The layer depth of 25 mm. (Fonrobert proposed 10 mm.) is selected because this thickness is required as the lowest measure for a measurement of refined edible oils. On the other hand, you can measure by this thickness the darkest non-edible fats, if they are not practically non-transparent.

It is measured by looking through, hence the fats must be melted. Turbid oils and cloudy melting fats naturally must be filtered before the measurement.

For the measurement I propose two possibilities, where the results are the same:

1. The oil in a glass tube (test tube) of 25 mm. inside diameter is compared with the iodine solution in identical glass tubes which are graduated according to requirement.

2. The oil is measured in a simply built Colorimeter in a tube of 25 mm. whereby a wedge of corresponding measurements and with a corresponding iodine solution can be moved in a way that by equality of color in both sight holes you can read directly from a scale the color number.

For the measurement in a glass-tube you select stout-walled tubes of practically colorless glass, which are filled as far as possible and closed by a ground glass stopper, which further can be covered with an airtight coating, but it is best to melt it together. Every laboratory can easily prepare for itself the necessary sets in the corresponding calibration, so that only the glass tubes are to be procured. The single tubes are marked with the color-number. For the measurement with the wedge-colorimeter a handy apparatus can easily be constructed, which, with 3-5 wedges of sufficient accuracy embraces the necessary measuring range. In the tubes of the wedge-colorimeter the fats must be filled in at a temperature up to 60°. By far the most fats could then be measured, without heating the tube, but for higher melting fats and waxes heating has to be resorted to.

It always will be necessary to measure by lighting with a daylight-lamp, which, by subdued light from outside, is placed behind a dim pane.

New British Duties Affect Toiletries

France and the United States supply Great Britain with some 60 per cent of her imports of perfumery, toilet articles, and soaps, on which a new duty of 50 per cent ad valorem, in addition to any existing duties, has been levied, effective November 25. Total British imports of this class totaled \$8,175,000 in 1930. France shipped \$2,930,000 and the United States \$2,605,000. In the first eight months of 1931, Great Britain imported \$4,317,000, American participation, \$1,577,000, French share (preliminary estimate) \$1,383,000.

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342,580
292,139
257,653

Perfumer

Soap Materials Market

Tallow

About ten days preceding and for about the same duration following the arrival of the New Year the market for fats was noticeably inactive. Last week, however, buying interest in the better grades of tallow suddenly developed, resulting in the booking of a considerable tonnage. While a decided price advance is not likely the general tone of the market is more optimistic. The price levels will average about one-eighth cent per pound lower than a month ago.

Greases, particularly the lower grades, continue to move rather sparingly.

In the Middle-West Prime Packers' tallow is moving steadily into consumption with more buying interest being displayed at present price levels.

E. H. FREY.

Vegetable Oils

Only a few scattered sales of coconut oil have been reported during the past week or two with last sales at 3½c lb. New York and 3¼c lb. Pacific Coast in tank cars and further quantities are available at these prices for January/June. A limited amount of buying interest is shown by soapers and refiners for July/December.

Palm oils here and abroad are easier with Niger grade at 3c lb. and soft oils testing maximum 20% F.F.A. at 3¼c lb. New York for forward shipments. Crude cottonseed oil is also softer throughout the South with sales at 3¼c lb. in the Southeast and 3¼c lb. in Texas. Most of the large producers of cotton oil however are refusing to sell at these prices. Crude corn oil followed cottonseed oil on the decline and sold last at 3¼c lb. Midwest mill. Domestic soya bean oil dropped to 2¼c lb. tanks Midwest mill for nearby delivery.

Comparatively, most of the soap stocks and fatty acids, both raw and acidulated are holding up fairly well as production in most cases is quite small.

Commercial denatured olive oil has recently become slightly higher as stocks here on spot have been small while demand from textile mills has been fair and none of the importers have been carrying very large quantities. Sulphur olive oil foots are quiet at 3¼c lb. in tank cars and 4¼c lb. in barrels at New York for January/June.

A. H. HORNER.

Industrial Chemicals

The market has been a quiet affair during the last month. Contract trading closed before the Holidays, or practically so and spot business in alkalis and other chemicals also slackened materially. Prices have held quite stable despite the fact that offers of resale goods have been more frequent in the post-inventory period. Makers are in fair control of the situation and this has prevented any sharp declines although shading has been possible all along the line on actual business.

Price of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	\$0.03 @	
Edible	.03½ @	
Fancy	.04½ @	
Grease, white	.02½ @	
House	.02½ @	
Yellow	.02½ @	
Lard	.05½ @	.07

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks	.05½ @	
Corn Oil, 95% T.F.A., tanks	.03½ @	
Red Oil, distilled tanks	.06½ @	
Saponified	.07 @	
Stearic Acid, single pressed	.07 @	
Double pressed	.07½ @	
Triple pressed	.10½ @	

Soap Making Oils

Castor No. 1, tanks	.11½ @	
No. 3 tanks	.11 @	
Coconut, Ceylon Grade, tanks	.03½ @	
Cochin grade, tanks	.03½ @	
Manila grade, tanks	.03½ @	
Corn, crude, Midwest mill, tanks	.03½ @	
Cotton, crude, Southeast, tanks	.06 @	.06½
Refined	.06½ @	
Foots, 50% T.F.A.	.01 @	.01½
Lard, common No. 1, barrels	.07½ @	
Olive, denatured, max. 5% F.F.A.		
drums, gal.	.63 @	.65
Foots, prime, green, barrels	.04½ @	
Palm, Lagos, max. 20% F.F.A., drums	.04½ @	
Niger, casks	.03½ @	
Palm, kernel, tanks	.05½ @	
Peanut, crude, barrels	.07½ @	
Refined, barrels	.08½ @	.12
Soya beans, max. 2% F.F.A., Midwest mill, tanks	.04 @	
Tallow, acidless, barrels	.06½ @	
Whale, Crude No. 1, Coast, tanks	.04 @	
Refined, barrels	.53 @	.61

Glycerine

Chemically pure, drums extra	.11½ @	.11½
Dynamite, drums included	.09 @	.09½
Saponification, drums	.06 @	.06½
Soap lye	.04½ @	.05

Rosin

Barrels of 280 pounds

B	\$3.30	K	\$4.30
D	3.40	M	4.85
E	3.55	N	5.90
F	3.85	W.G.	6.90
G	3.90	W.W.	7.35
H	3.95	X	7.60
I	4.00	Wood	3.70

Chemicals

Acid, muriatic, 18°, 100 pounds	1.00 @	1.60
Sulphuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlots, ton	56.00 @	76.00
Cyclohexanol (Hexalin)	.60 @	
Naphtha, cleaners' tankcars	.05½ @	
Potassium, carbonate, 80@85%	.50½ @	
Hydroxide (Caustic potash) 88@		
92%	.06½ @	.06½
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.15 @	2.09
Hydroxide (Caustic Soda) 76%		
Silicate 40°, drums, works, 100 solid, 100 pounds	2.50 @	3.59
pounds	.75 @	
Sulphate, anhydrous	.01½ @	.02½
Phosphate, tri-basic	.03½ @	.03½
Zinc oxide	.06½ @	

.07

.06%

.01%

.65

.12

.61

.11%

.09%

.06%

.05

...\$4.30

... 4.85

... 5.90

... 6.90

... 7.35

... 7.60

... 3.70

2 1.60

2 76.00

2 .06%

2 14.00

2 2.09

2 3.59

2 .02%

2 .03%

rfumer